

The #FutureofTravel is at *The Beach*



PRESENTED BY:



VISIT
Myrtle Beach
SOUTH CAROLINA

MARKETING UPDATE & CELEBRATION

NTTW
NATIONAL TRAVEL & TOURISM WEEK

Thank you! To all of our sponsors



PHILOSOPHY

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CATHEDRAL THINKING

Pursuing an ambitious goal or idea that might require several generations (or administrations) to complete.

We're working hard in the present to build a foundation in service of the future of The Beach.

OBJECTIVE

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OUR LONG-TERM GOAL

To position the Myrtle Beach area as a year-round destination of 60 miles “beach plus” among high value travelers who spend more, book earlier, stay longer, and return more often.



STRATEGY

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CONTENT + EXPERIENCE + DATA



= WORLD DOMINATION!

OUR MARKETING TEAM

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Diane Charno

VP, Brand &
Communications



Julie Ellis

Public Relations
Manager



Johanna Hodge

Marketing Partnership
Program Manager



John Muse

Video Producer /
Photographer



Cori Hutslar

Website Manager

OUR MARKETING TEAM

VISIT
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SOUTH CAROLINA



Stuart Butler
Chief Marketing Officer



Jen Brunson
Marketing Manager



Katie Hunter
Content Coordinator



Chris Mowder
Associate Creative
Director

OUR EXTENDED TEAM

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The best & brightest agency partners work as an extension of our team:



The #FutureofTravel is at *The Beach*

THE YEAR OF
The Beach

Diane Charno, VP Brand & Communications



THE YEAR OF THE BEACH THE STORY OF 2021

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COMING OFF A DOWN YEAR

In 2020, the Grand Strand lost **\$1.8 billion** in Domestic Visitor Spending, which was a **34.6% decrease** compared to 2019.



THE YEAR OF THE BEACH

THE STORY OF 2021

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**HELP
WANTED**

CHALLENGES OF 'THE NEW NORMAL'

Throughout the year, we dealt with many challenges including changing pandemic conditions, workforce shortages, supply chain delays & inflation. [2021 OVERVIEW](#)

THE YEAR OF THE BEACH THE STORY OF 2021

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RECORD-SETTING RECOVERY

Even with many headwinds, The Beach achieved record-setting marks in lodging performance, tourism spending & revenue, and air service growth.

- **#1 in U.S. for Hotel Revenue Recovery**

THE YEAR OF THE BEACH

MARKETING HIGHLIGHTS

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HIGHLIGHTS

BRAND LAUNCH

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NEW BRAND WELCOMES EVERYONE TO

The Beach

We rebranded the area as simply “The Beach”. The brand promotes belonging and welcomes everyone to find their place along our 60 miles of shores and 14 unique communities.



5-SEASON APPROACH

We ran a robust marketing program that included five seasonal campaigns, as well as promotions targeting high-value travelers and segments including:

- Leisure Travelers
- Non-stop Air Service
- Golfers
- Meetings, Groups & Sports Planners
- International Travelers



SEASONAL CAMPAIGNS

SUMMER CREATIVE

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THE BEACH IS FOR YOUR BEST SELF

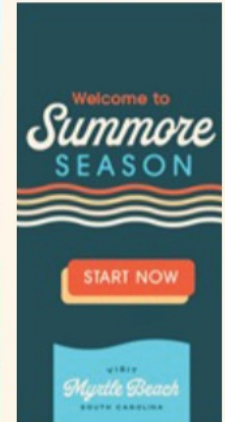
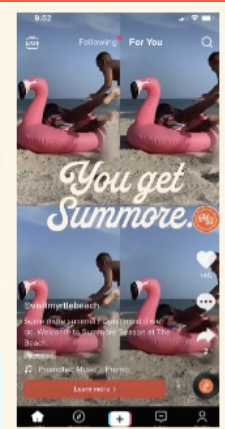
New creative designed for TV and OOH showed people exactly how many miles they were from where they belonged, and fresh digital campaigns highlighted real people enjoying The Beach.



SEASONAL CAMPAIGNS FALL CREATIVE

SUMMORE SEASON

We invited visitors to “some more” of everything they love about the summer season at The Beach and ditched traditional “fall” fare with an attention-grabbing video series. These eye-catching videos were a success both in paid media & on our social channels.

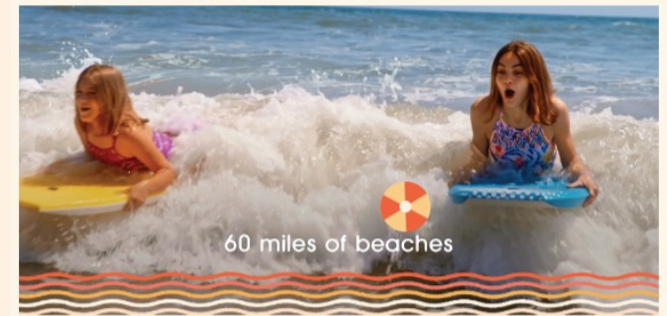


SEASONAL CAMPAIGNS

HOLIDAY CREATIVE

SEASONS BEACHINGS

In preparation for the new Winter Wonderland at the Beach event, our holiday campaign included a printed holiday guide with activities and events from all over the Grand Strand, a fun "12 Days of Beachmas" TV spot and paid efforts in linear TV, digital, social and search.



2021 HIGHLIGHTS

PARTNERSHIPS

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Collaborative activations, promotions and partnerships with top brands and events extended our reach beyond traditional tourism marketing channels to national audiences and retail channels.



DAVID'S BRIDAL



PARTNERSHIPS

SPORTS PROGRAM

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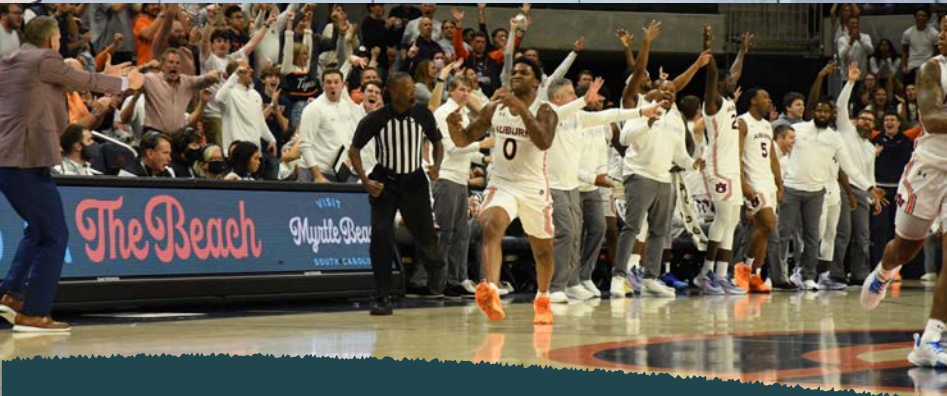
- 5-year, multi-million-dollar deal with JMI & PlayFly Sports
- Media partnership with ESPN & V Foundation
- Opportunity for partners to participate in co-op programming with major brands like Ford, Pepsi, BMW and PNC.



2021 HIGHLIGHTS

SPORTS PROGRAM

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GOLF PARTNERSHIP

- Together VMB and Golf Tourism Solutions collaborate on advertising, content development, social media and more, all targeted to golfers looking to visit the “Golf Capital of the World”
- GTS-produced “**The Charlie Rymer Show**” aired on CBS Sports and featured Rymer with high-profile golfers, musicians, etc.



GROUP TRAVEL

GROUP TRAVEL HIGHLIGHTS

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- Hosted **3** in-person trade shows: Sports Express, Meetings Today Live and Accent East.
- Attended **40** trade shows including ABA, Connect Marketplace, HelmsBriscoe ABC, IPW, Travel South International & Sports ETA.
- Added new **virtual site inspection tours** through Threshold 360 for TIP investors & local venues.



GROUP TRAVEL

ESPORTS INITIATIVES

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- Completed eSports feasibility study with AECOM
- Visit Myrtle Beach has become a title sponsor of events such as eNASCAR College iRacing Series
- Targeted opportunities with collegiate eSports groups and beyond
- Hosted FAM tour in early 2022 with top eSports organizers and planners



2021 HIGHLIGHTS

EARNED MEDIA HIGHLIGHTS

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The public relations team executed a comprehensive earned media plan to stay top-of-mind and gain interest from national media in 2021.

The pandemic created challenges when it came to hosting media, so the team pivoted to create innovative virtual media missions and FAM tours.

4.2 BILLION

Media Impressions

\$238M

Equivalent Ad Value

22,000

Media Clippings

18

Media & Influencer Visits

2021 HIGHLIGHTS

EARNED MEDIA ACCOLADES

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- #1 Fastest Growing City In US – US News & World Report
- 3rd Top City Job Seekers Are Flocking To – Realtor
- 6th Most Desirable Places to Live in US – Yahoo!
- 10 Best Romantic Food Destinations – Eat This, Not That!
- 2021 Travelers' Choice Award – TripAdvisor
- America's Best Beach Towns for 2021 – Travel Pulse
- 15 Best Affordable Beach Vacations in America – Reader's Digest
- Top 25 Festive Christmas Town for the Holidays – Travel + Leisure
- Best Dog Friendly Beaches in the US – Travel Awaits
- Top 25 Beaches in US – TripAdvisor
- 10 Best Summer Vacations in US for Families – USA Today 10BEST
- Best Small Airport – USA Today
- Best Places to Retire in S.C. – US News and World Report
- 10 Autism-Friendly Family Vacation Spots – USA Today

TRAVEL+
LEISURE

yahoo!

Southern Living

TODAY

USA
TODAY

Reader's
Digest



Tripadvisor.

& WORLD REPORT
U.S. News

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2021 HIGHLIGHTS

MORE HIGHLIGHTS

For more about all the exciting initiatives that made this The Year of The Beach:

- Visit our website at MyrtleBeachAreaCVB.com
- Read the 2021 Annual Report
- Follow us on social media:
 - @MyrtleBeachAreaCVB
 - @mymyrlebeach on Instagram
 - @mymyrlebeach on Twitter
 - @visitmyrtlebeach on TikTok



THE YEAR OF THE BEACH MARKETING IMPACT

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2021 MARKETING IMPACT

THE POWER OF MARKETING

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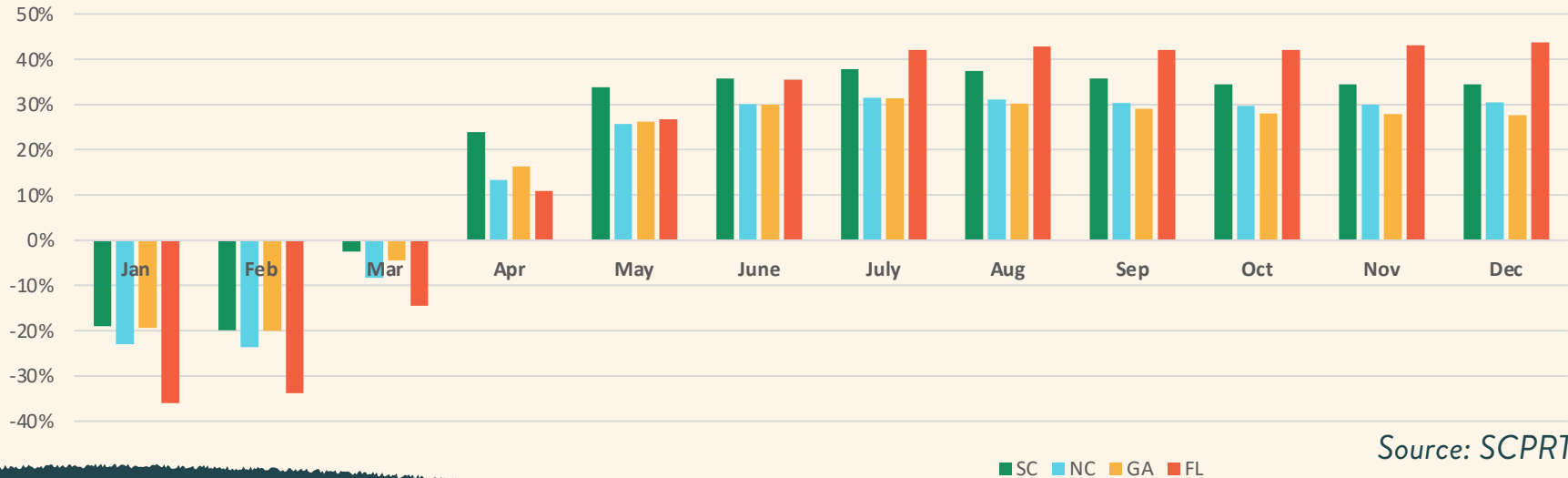
When it came to recovering from the economic impact of COVID-19, data shows that destinations which were willing to invest marketing dollars sooner recovered more quickly.

Visit Myrtle Beach was on the leading edge of this effort to spend early and often. As a result, The Beach reaped the rewards with strong recovery in hotel occupancy & revenue, consumer spending & tax revenues.



THE POWER OF MARKETING

Percent Change in Hotel Occupancy 2021 vs 2020



Source: SCPR

2021 MARKETING IMPACT

THE POWER OF MARKETING

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Thanks to our marketing efforts, both interest in visiting Myrtle Beach and likelihood to visit increased this year.

3.2x

More arrivals from those with Ad Exposure to MB

Source: Arrivalist

36%

Recall seeing an ad for Myrtle Beach in past 6 months

Source: MMGY

62%

Interested in visiting after seeing a VMB ad



2021 MARKETING IMPACT BY THE NUMBERS

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2 BILLION

Paid Media Impressions

Visit Myrtle Beach Ads

3x

Ad Exposure Arrivals Lift

People exposed to VMB marketing were
3 times more likely to visit The Beach

19M

Partner Referrals

VMB Web & Marketing
Directed Traffic

\$ 40M

Direct & Influenced Partner Bookings

VMB Marketing Tracked by Flip.To

4 BILLION

Earned Media Impressions

PR valued at more than \$238M

9M

Website Visitors

VisitMyrtleBeach.com

2M

Social Media Fans

One of top destination
followings in the world

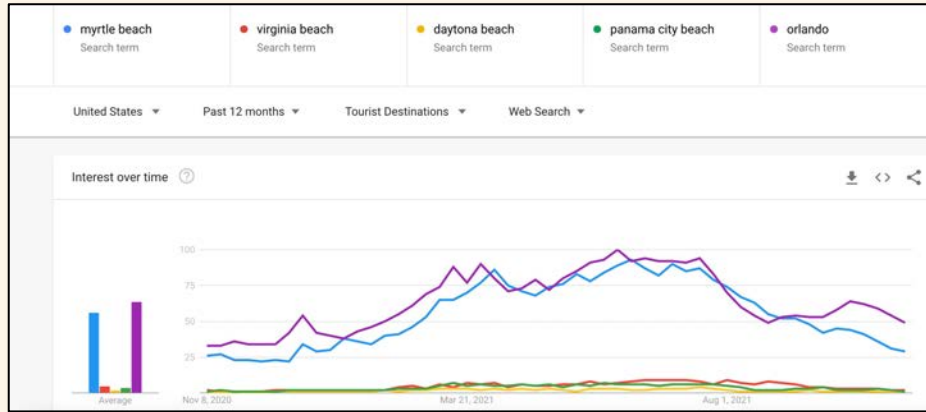
256k

Group Room Nights

Definite Room Night Bookings

POPULARITY GROWTH

The Beach ranked #1 among our competitive set in search demand and had strong performances in search popularity on top OTAs in 2021.



TripAdvisor

- #1 for June Domestic Searches
- 3rd Most Popular Summer Destination
- 3rd in U.S. for May Domestic Searches
- 4th Most Popular Fall Destination
- 4th Most Popular for Labor Day Weekend
- 8th U.S. Destination by Traffic (Sept. YTD)
- 11th U.S. Destination Most Viewed by Travelers 2021

TripTik

- 3rd Most Popular for Memorial Day Weekend

Trivago

- 4th Top Destination for March

Expedia

- 7th Most Popular Thanksgiving Week Destination

MYR HAS RECORD-SETTING YEAR

- **Honored as #1 Airport in U.S.**
"#1 Best Small Airport" USA Today & "TSA Airport of the Year" for Small/Mid-Size
- **Set S.C. record for passengers in a month**
More than 500k passengers in July, most ever for an S.C. airport in a single month.
- **New service from Southwest Airlines**
Year-round service from leading low-cost carrier added in March
- **Added 10+ new routes**
Serves more than 50 nonstop destinations — more than any other airport in S.C.

3.2M

Total Passengers
↑ 88% Year over Year



2021 MARKETING IMPACT

GOLF ROUNDS BOOM

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Golfers flocked back to The Beach in record numbers, driving rounds and revenue over pre-pandemic levels.

\$104.3
MILLION

Total Golf Revenue

▲ 17% vs. 2019

▲ 46% vs. 2020

2.37
MILLION

Total Rounds Played

▲ 12% vs. 2019

▲ 19% vs. 2020



2021 HIGHLIGHTS

GROUP TRAVEL BOUNCES BACK

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After a year full of cancellations and restrictions, group travel opportunities began to return in 2021.

The VMB group sales team worked diligently to adapt to the new normal, exceeding goals for room nights leads and definite room nights booked.



345k

Room night
leads

256k

Definite room
nights booked

599

Group leads
generated

2021 MARKETING IMPACT

SPORTS TOURISM GREW

Thanks to the efforts of the Myrtle Beach Regional Sports Alliance — combining VMB, the City of Myrtle Beach and various sports stakeholders — sports tourism generated **\$146 million in direct spending** in 2021 in the City of Myrtle Beach alone.

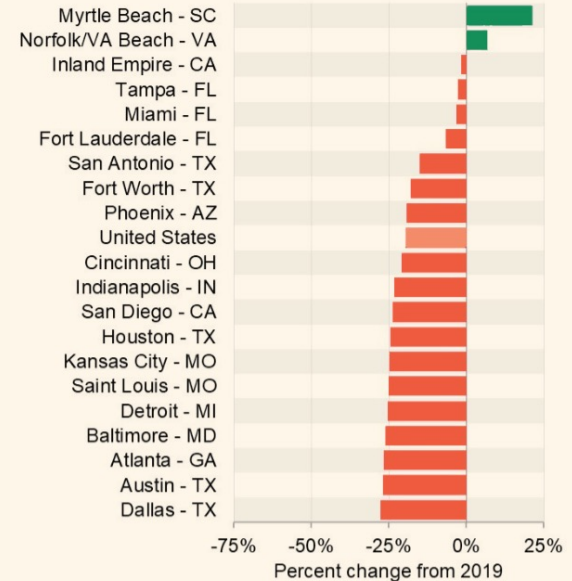
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THE BEACH LEADS IN RECOVERY

Unlike many destinations that are still working to recover, the area had a record-setting tourism year that demonstrated the resiliency and popularity of The Beach.

- **#1 in U.S. for Hotel Revenue Recovery**
Top market for hotel RevPAR recovery in 2021
- **Key Lodging Metrics up over 2020 and 2019**
Both for traditional hotels and vacation rentals



Source: STR

HOTEL RECOVERY BREAKDOWN



Avg. Occupancy

57%

↑ 38% YOY

Avg. Daily Rate

\$132

↑ 30% YOY

Avg. RevPAR

\$94

↑ 169% YOY

Total Revenue

\$884

MILLION

↑ 81% YOY



KEYDATA™

Avg. Occupancy

49%

↑ 66% YOY

Avg. Daily Rate

\$155

↑ 21% YOY

Avg. RevPAR

\$83

↑ 160% YOY

Total Demand

5.8

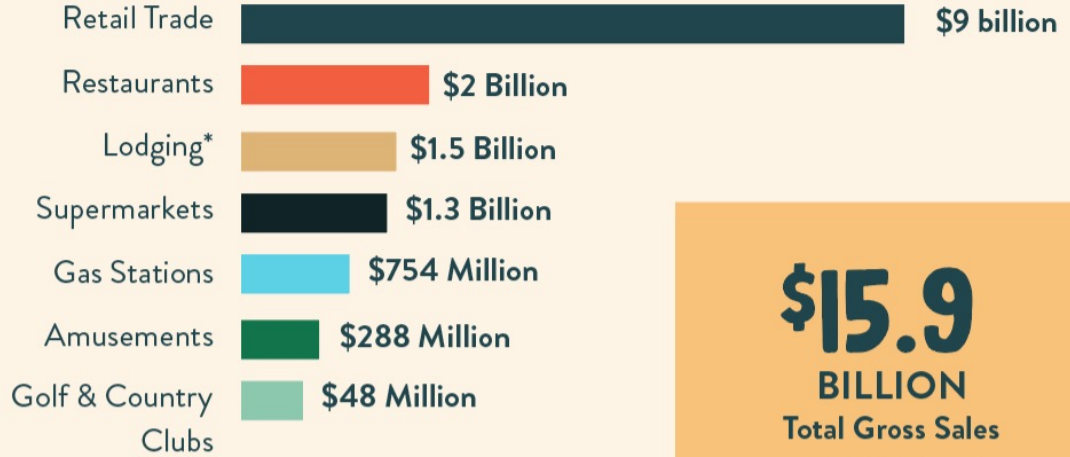
MILLION

↑ 81% YOY

SPENDING HITS ALL-TIME HIGH

When more people visit The Beach, more people spend at The Beach.

According to VISA, Domestic Visitor Spending was up 58% year over year, while Horry County gross sales rose 26% to \$15.9 billion in 2021.



*Note: Based on 2% ATAX
Source: S.C. Department of Revenue

\$15.9
BILLION
Total Gross Sales
↑ 26% YOY

2021 MARKETING IMPACT

TAX REVENUES SET NEW MARKS

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Thanks to a record year for tourism along the Grand Strand, tax revenues also reached all-time highs in 2021.

\$31.7
MILLION
Accommodations Tax
▲ 88% YOY

\$40
MILLION
Tourism Development Fee
▲ 42% YOY

\$35.7
MILLION
Hospitality Tax
▲ 267% YOY

Source: S.C. Department of Revenue

2021 MARKETING IMPACT

INDUSTRY HONORS

Visit Myrtle Beach's marketing programs were recognized with the the industry's most prestigious honor — US Travel's Destiny Award for Best Integrated Marketing Campaign where we beat out finalists Orlando and St. Petersburg for top honors.



2021 MARKETING IMPACT

INDUSTRY HONORS

Visit Myrtle Beach's marketing programs were recognized with the the industry's most prestigious honor — US Travel's Destiny Award for Best Integrated Marketing Campaign where we beat out finalists Orlando and St. Petersburg for top honors.

But we're not going to stop there...



2022 OUTLOOK

THE YEAR AHEAD

VISIT

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>NTTW

NATIONAL TRAVEL & TOURISM WEEK

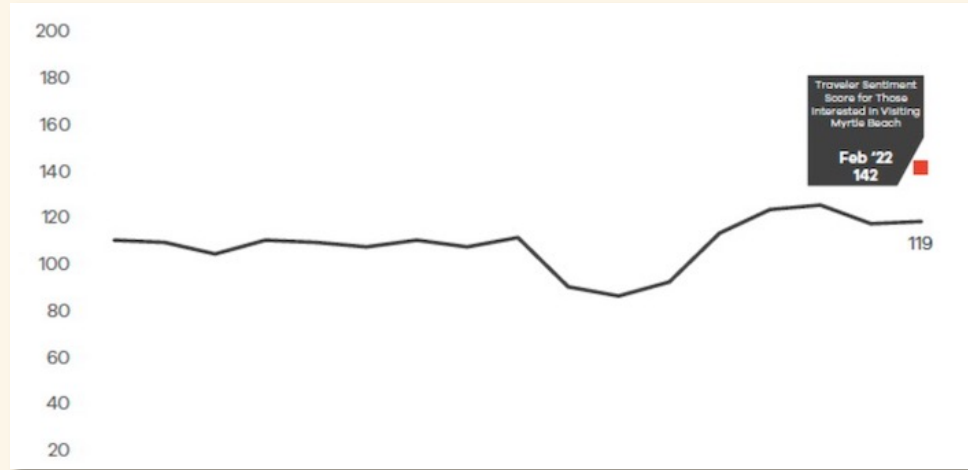
#NTTW2022

DEMAND REMAINS HIGH

MMGY's Traveler Sentiment Index (TSI) shows that Myrtle Beach is outperforming the country but is lower than earlier peak.

What does that mean?

We believe 2022 visitation will likely fall somewhere between 2019 and 2021.



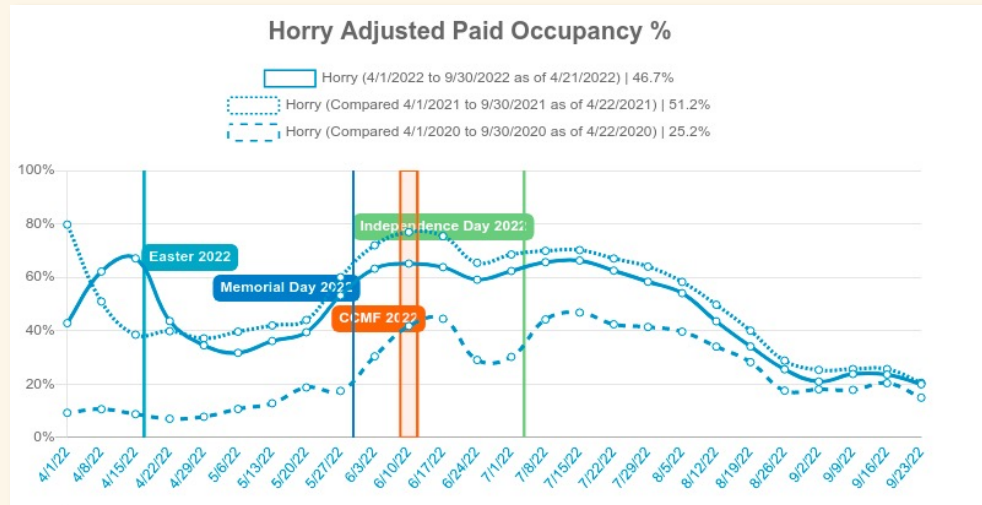
Source: MMGY Portrait of American Traveler

OCCUPANCY PACING

Based on occupancy forecast data, we can see that booking pace is slowing compared to 2021.

Why is this?

- People may be less interested in travel
- People have fewer means to travel
- Destination competition has increased



Source: KeyData

2022 OUTLOOK

MARKETING PLAN

VISIT

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INVESTING IN DATA

We're committed to a data-driven approach to our marketing that allowed us to:

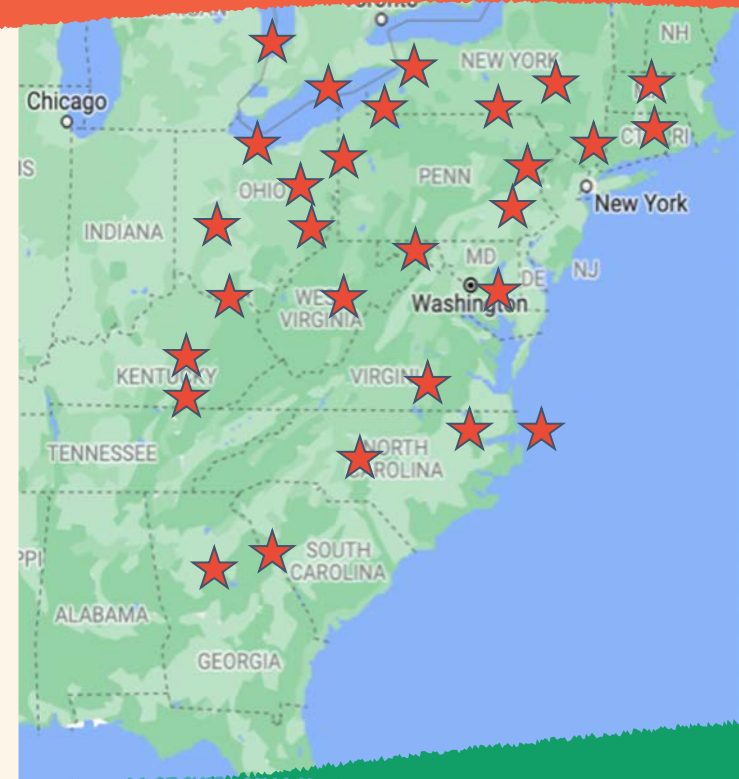
- **Created a robust measurement strategy**
- **Use Real-time insights to adjust on the fly**
- **Optimize current targeting & marketing efforts**
- **Maximize return on marketing investments**
- **Learn lessons to inform future campaigns**



KEY MARKETS

Our 2022 marketing will reach regional, national and international audiences. All markets will be evaluated and refined seasonally based on latest available data.

- Albany
- Atlanta
- Augusta
- Baltimore
- Bluefield/Beckley/Oak Hill
- Boston
- Buffalo
- Charleston/Huntington
- Charlotte
- Chicago
- Cincinnati
- Cleveland
- Columbus OH
- Dallas
- Denver
- Detroit
- Greensboro/High point/Winston-Salem
- Greenville/New Bern/Washington
- Harrisburg/Lancaster/Lebanon/York
- Hartford
- Houston
- Indianapolis
- Jacksonville
- Johnstown/Altoona
- Kansas City
- Knoxville
- Lexington
- Louisville
- Miami
- Milwaukee
- Minneapolis
- Nashville
- Norfolk
- New York
- Orlando
- Parkersburg
- Philadelphia
- Pittsburgh
- Raleigh/Durham
- Richmond/Petersburg
- Roanoke/Lynchburg
- St Louis
- Syracuse
- Tampa
- Tri-Cities-TN-VA
- Washington DC
- Wheeling/Steubenville
- Wilkes Barre/Scranton
- Youngstown



AUDIENCE TARGETING



HIGHER VALUE VISITOR

As we developed the brand, we sought to be more selective with our audience to target guests who book earlier, stay longer & spend more.



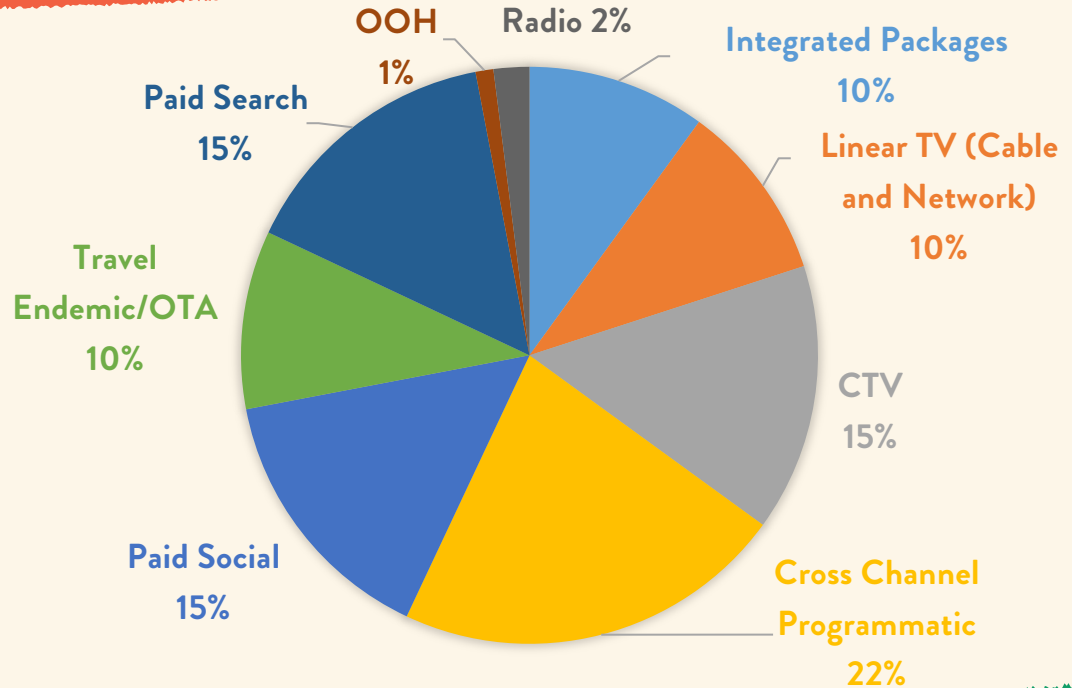
CORE SEGMENTS

- Families & Couples
- Multi-Generational
- Empty Nesters
- Younger Generation
- Sports Groups
- Meeting Planners
- Tour Groups
- Reunion Groups
- Destination Weddings
- Budget Travelers
- Watersports Enthusiasts
- Girlfriend Getaways
- Foodies
- Cultural Connoisseurs

2022 MARKETING PLAN

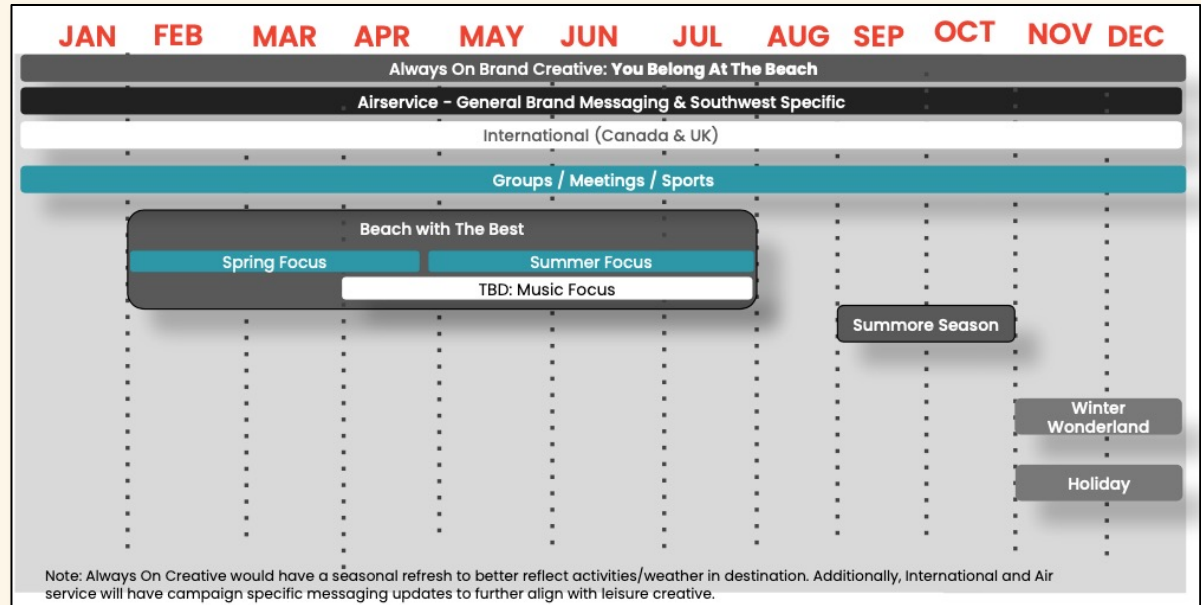
MEDIA MIX

Leisure visitor targeted advertising includes a combination of always-on brand messaging and 5 seasonal campaigns.

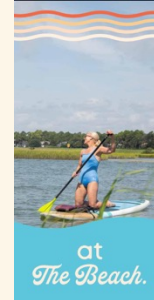


CAMPAIGN MESSAGING SCHEDULE

In addition to the five seasonal campaigns targeting our core audience segments, we've also included an **"Always On"** layer of brand creative to keep The Beach branding strong & top of mind.



'ALWAYS-ON' MESSAGING



CREATIVE CONCEPTS

READY TO REUNITE?

BRING IT TO *The Beach.*

Your next group trip belongs in Myrtle Beach—home to top-flight accommodations, endless experiences and over 2,000 restaurants to fuel the fun. Gather your crew for the perfect seaside getaway on the Grand.

VISITMYRTLEBEACH.COM/GROUPS

Beautiful hotels, resorts and villas.

60 miles of sunny beach.

VISIT *Myrtle Beach* SOUTH CAROLINA

YOU'RE NEVER FAR FROM *The Beach.*

VISIT *Myrtle Beach* SOUTH CAROLINA

TIME FOR A GET-TOGETHER?

BRING IT TO *The Beach*

START PLANNING AT VISITMYRTLEBEACH.COM/GROUPS

VISIT *Myrtle Beach* SOUTH CAROLINA

Take flight for endless fun at *The Beach.*

VISIT *Myrtle Beach* SOUTH CAROLINA

START THE **DOG DAYS OF SUMMER** A LITTLE EARLY.

TRY THESE PET-FRIENDLY EATERIES AT THE BEACH.

WOMEN OF *The Beach*

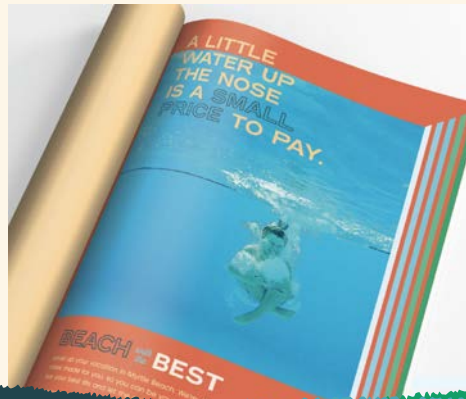
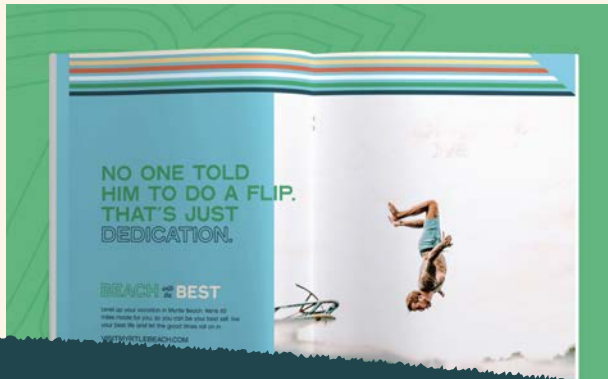
FOR INTERNATIONAL WOMEN'S DAY, WE WANT TO CELEBRATE SOME INFLUENTIAL WOMEN OF MYRTLE BEACH.

2022 MARKETING PLAN

SUMMER CAMPAIGN CONCEPT

Beach WITH THE BEST

People at The Beach just beach better. You know why? Because they beach at Myrtle Beach. Get to know how we do things at The Beach, where everyone knows they can celebrate their best self.



THE FUTURE OF *The Beach*

Our marketing campaigns are just the start of what we have in store this year...

- » **Groundbreaking approach to digital content**
Breaking new ground for DMO media production
- » **A commitment to Sensory-Friendly Travel**
The first-step in a multi-year “Beach for everyBODY” DEI initiative
- » **An innovative new website experience**
Featuring state-of-the-art personalization, user experience & content
- » **Cutting-edge Customer Data Platform**
Leveraging first-party data to enhance marketing effectiveness
- » **Supporting The Arts**
Community engagement, trails & public art projects
- » **Crafting Coastal Cuisine**
Innovative ideas for promoting a culinary culture
- » **Myrtle Beach Beats**
Spreading our sound beyond The Beach
- » **Celebrating 100 years with Haribo**
Creative cross-promotion with an iconic brand

COMMUNITY INITIATIVES

- **Keep Myrtle Beach Beautiful**
Work together with community leaders to make our destination clean and safe.
- **Supporting Arts Council**
Support local artists, performers and makers to enhance the cultural scene
- **Community Engagement Council**
Play a role in the community issues to address the challenges we face
- **Partnership Grand Strand**
New Chamber foundation will focus on 4 pillars: economic diversification, workforce talent, downtown revitalization, and scaling transportation infrastructure
- **Tourism Works For Us**
Foster a sense of pride in our community & gratitude towards tourism industry



The #FutureofTravel Matters

WHY WE'RE HERE...

National Travel and Tourism Week 2022 recognizes the #FutureOfTravel and the industry's important role in bringing back our vibrant communities, serving as a local and global economic driver, rebuilding our workforce and reconnecting America.

THE FUTURE OF *The Beach*

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MARKETING IN 2022

WHAT IS GREAT MARKETING?

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CHALLENGES THE STATUS QUO
IS OBSESSED WITH THE CUSTOMER

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MARKETING IN 2022

CHALLENGES WE FACE

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Gatekeepers Gonna Gate

Companies like Amazon, Facebook, Google, etc. control major distribution platforms and as they grow, so does complexity, effort and marketing costs.



MARKETING IN 2022

CHALLENGES WE FACE

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Fragmented Media Consumption

It's more difficult to gain someone's attention, which means we need to create a more compelling connection through content.



CHALLENGES WE FACE

Audiences Are Avoiding Ads

Rise of ad blocking tools, audiences programmed to tune out ads make it increasingly difficult to reach your intended audience.

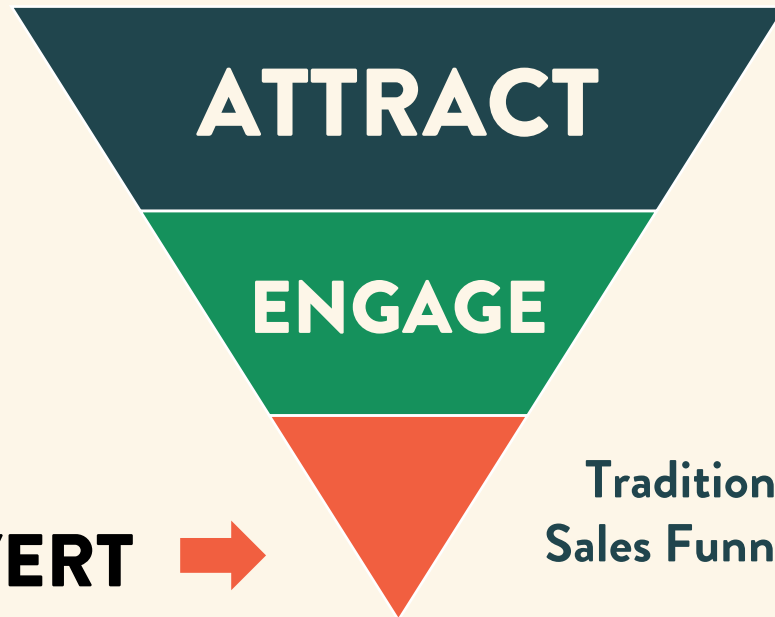


THE FUNDAMENTAL PROBLEM

The traditional funnel is outdated and linear.

We need to rethink how we build relationships.

CONVERT →



A MODERN APPROACH

We must connect with the consumer throughout their buying journey and carry on an ongoing conversation that continues throughout a variety of touchpoints.

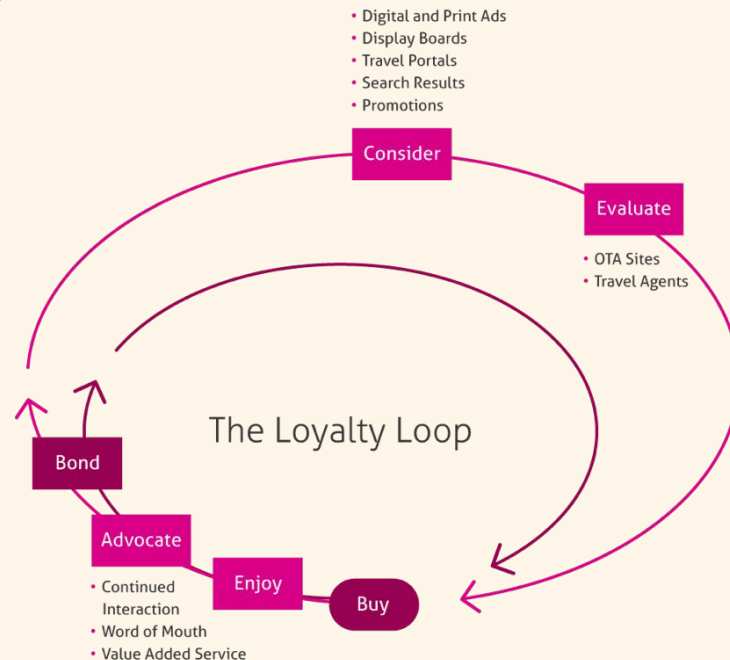
In order to be effective, marketing must be cohesive in its strategy and messaging across a variety of channels, platforms and devices.



THE LOYALTY LOOP

The relationship with the consumer is a constant, ever evolving journey.

If we build enough positive sentiment, we create loyalty, which becomes advocacy.



MARKETING IN 2022

BRANDED ENTERTAINMENT

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The key to finding an audience in modern marketing is to create content and experiences designed around promoting your brand that people actually want to engage with.



MARKETING IN 2022

BRANDED ENTERTAINMENT

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THE FUTURE OF THE BEACH

REDEFINING DMO MARKETING

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Myrtle Beach
SOUTH CAROLINA

Visit Myrtle Beach is working to become a lifestyle brand & media company. This non-traditional approach to the DMO space includes innovative initiatives in PR, partnerships & content.



THE FUTURE OF THE BEACH

BECOMING A LIFESTYLE BRAND

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The places you visit, the clothes you wear, the media you consume, and the causes you support say a lot about you.

Our brand extensions will include:

- Media Production
- Merchandise
- Mobile Tour
- Social Challenges

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GO SIXTY



Beach Easy[®]

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CATHEDRALS WE'RE BUILDING

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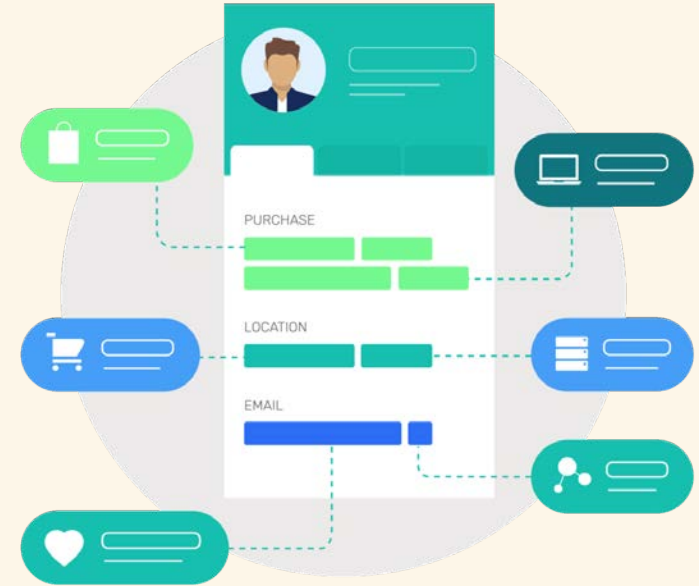
- Cutting-edge Data Infrastructure
- World-class Web Experience
- Dominating sensory-friendly travel
- Creating a Media Empire



FIRST-PARTY DATA

We are looking to develop a **Customer Data Platform (CDP)** that combines data across all touchpoints.

- Develop robust demographic, psychographic, and behavioral model of Myrtle Beach consumers
- Integrate all first, second, and third-party data sources into a centralized consumer database
- Leverage and syndicate data to enhance paid-media targeting and effectiveness

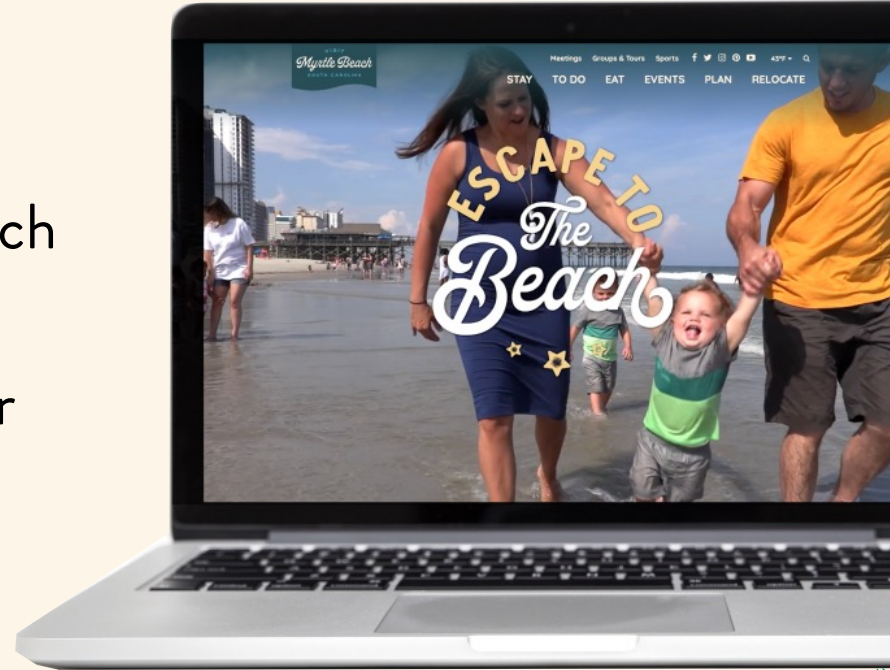


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WORLD-CLASS WEBSITE

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Create a comprehensive resource for consumers to discover the Myrtle Beach area and to research, plan, book, anticipate, enjoy, share, and remember their trip to The Beach.



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SENSORY-FRIENDLY TRAVEL

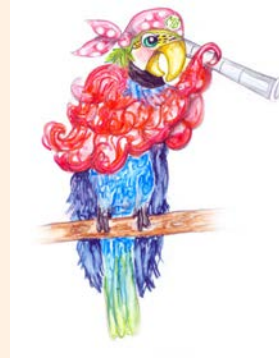
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- **Did you know?** 80% of families with a member on the Autism spectrum do not travel...
- **Partnership with Champion Autism Network and TravelAbility**, Visit Myrtle Beach is working to promote sensory-friendly travel
- **New pledge initiative** launched in April
- **Beach is for everyBODY** effort is a wider initiative toward better DEI support



SENSORY-FRIENDLY TRAVEL

- We are creating a children's book featuring "Maris the Pirate Parrot", bringing sensory joy to vacationing children. The book will be authored and illustrated by Lynda Farrington Wilson.
- Working to create a sensory-friendly advisory panel for the Grand Strand.
- Partnering with Champion Autism Network for a podcast about autism & travel
- Hosting influencers for trips to The Beach



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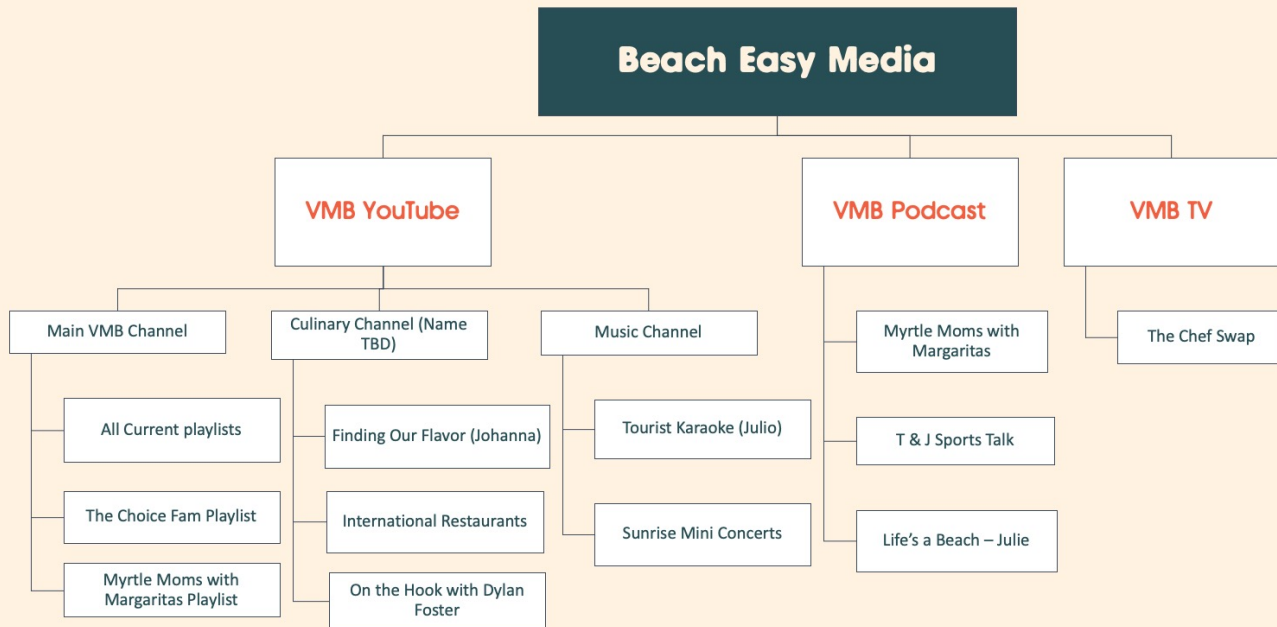
BRANDED ENTERTAINMENT

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Beach Easy[®]
MEDIA

Branded entertainment projects currently in the works include:



THE FUTURE OF THE BEACH YOUTUBE CHANNELS

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- Visit Myrtle Beach
- Myrtle Beach Flavor
- Myrtle Beach Beats
- The Choice Fam



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MYRTLE BEACH EATS

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On the Hook

with **Dylan Foster**

Showcasing the freshest seafood in the country

Finding Our Flavor

with **Johanna Wilson Jones**

Discovering what makes the Beach so unique

Adventures & Ales

Diving into unique experiences and local brews

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MYRTLE BEACH BEATS

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- **Tourist Karaoke**

with **Julio Navarro**

A Beachy twist on the karaoke craze

- **Sunrise Sessions**

Exclusive and intimate performances from local artists

- **MyrtleLive Music Minute**

The bands and venues that make the Beach music scene



THE FUTURE OF THE BEACH PODCASTS



- **Myrtle Moms with Margaritas**
Hot Takes & Cold Drinks with VMB's own Jen Brunson
- **Sports Stories from The Beach**
Tales behind athletes, events & personalities with ties to the area
- **Sunrise Stories**
Stories about struggle & new beginnings told oceanfront
- **CAN You Travel?**
Tales of travel from and for families touched by sensory disorders.
Useful insights into life on the spectrum, in partnership with CAN.

Myrtle Moms
WITH
Margaritas



COLD DRINKS. HOT TAKES.

THE FUTURE OF THE BEACH TELEVISION

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- **Charlie's Place**

Scripted drama based around nightclub & Ocean Forest Hotel

- **Traveling on the Spectrum**

Docuseries following families with members on the spectrum



Thank you!

To all of our sponsors





Thank You

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