Marketing Council Meeting Minutes
January 23rd, 2024
Meeting In MBACC Boardroom

Marketing Council Members in Attendance: Sean Bailey, Kristin Call, Chad Carlson, Mayur Jeram, Matt Klugman, Kelli Lane, Declan McGonigal, Patrick Norton, Jacob Smith, Ryan Swaim

Staff in Attendance: Stuart Butler, Diane Charno, Bob Harris, Wes Bilyeu, Jen Brunson, Denielle Van Dyke, Tiffany Henry, Johanna Hodge, Chris Mowder

Others: Anna Garder (Luckie), Harshita Sharma (Luckie), Justin Norris (Luckie) and Kyle Oland (GTS)

Call to Order: 9:00 AM

Groups Update: Bob Harris presented an update to the council from the Groups, Meetings and Sports department. Harris introduced a new staff member Zavier Jones, Group Sales Experience Coordinator. The group sales 2023 year-end results were 897 group leads 471,814 group lead room nights, and 300,496 definite group room nights. Recent attended tradeshows included, American Baseball Coaches, RCMA, Compete Sport Summit and American Bus Assoc (ABA). Upcoming tradeshows include IPEC , SCSAE, Toronto Golf & Travel Show, SC Gov Conf on Tourism, Rendez-Vous South, Pax East, Connect Sports Spring, Connect Diversity Meetings, and Conference Direct. The Toronto Golf & Travel Show will be in conjunction with GTS. Other updates included: Faith-Based Meeting Planner Certification were obtained by Cyndi Mohr, Bob Harris and Lori Lampo at RCMA conference in January.

Marketing Updates: The marketing update begin with a 2024 outlook provided by Diane Charno and the Luckie team. The trends mentioned in the outlook were:

- As travel returns to normal, competition from other US destinations, cruise lines, and international travel will continue to put pressure on demand for the Myrtle Beach Area.
- Economic indicators suggest global travel will show slight growth in 2024 and beyond.
- MMGY Travel Intelligence's Traveler Sentiment Index remains unchanged from this time one year ago, indicating a continued "wait and see" mentality about the economy and the perceived affordability of travel.
- 70% of global meeting professionals expect attendee numbers to return to 2019 levels in 2024.
- Election years and the Olympics tend to increase the cost of marketing and advertising and hance marketing budgets will have to account for it.

- As airfare prices continue to decline, we can likely expect more visitors to fly into Myrtle Beach in 2024.

As part of the 2024 outlook the STR occupancy forecast compared to 2023 was provided.

During the marketing update the announcement was also made that an analysis will be done of our current terminal personas and that collection was needed from partner databases for the research updates. Also a discussion was had about the timing and format of the marketing department's annual NTTW event. The results of the feedback indicated that it should be a ½ day event, and the most important topic is the forward thinking/looking section. The suggestion was also made to have breakout sessions.

Kyle Oland from GTS provided an update on the Myrtle Beach Classic and the newest commercial spot was shown.

Owned Media Updates: Chef Swap at The Beach

- Season 1 available in February on ChefSwap.com, YouTube, GoUSAtv, and Spectrum OnDemand.
- Season 2 Premiers Saturday, March 2nd at 7pm ET on The Cooking Channel
- Season 3 filming begins in late February.

Other Business: Stuart Butler announced that Content Manager, Katie Hunter will be leaving to stay at home with her new daughter and she will be missed. Her position is currently posted. Johanna Hodge has been promoted to CVB partnership Director.

Meeting Adjourned: 10:29 AM, Ryan Swaim -Motion, Matt Klugman - 2nd – Approved – All