Marketing Council Meeting Minutes
August 20, 2024
Meeting In MBACC Boardroom

Marketing Council Members in Attendance: Sean Bailey, Kristin Call, Chad Carlson, Mayur Jeram, Matt Klugman, Declan McGonigal, Patrick Norton, Chris Shroff, Jacob Smith

Staff in Attendance: Stuart Butler, Jen Brunson, Bob Harris, Tracy Conner

Call to Order: 9:01 AM

Approval of the Minutes: Mayur Jeram – Motion, Matt Klugman – 2nd – Approved -ALL

Groups Update: The Group Sales Marketing Council's update for August 2024 provided comprehensive insights into the current status and strategic initiatives in group sales. As of August 15th, the team has generated 519 group leads resulting in 273,764 group lead room nights and 261,524 definite room nights, achieving 90% of the stretch goal for the year. Despite a 15% decrease in the number of leads compared to 2023, definite room nights have seen a substantial increase of 12% over the previous year. Significant achievements include increased bookings in meetings and conventions, which are up 13% over 2023 and 166% over 2019. The presentation also highlighted participation in key industry events such as the AENC annual meeting and ASAE, with Myrtle Beach hosting the RCMA FAM in September with 15 confirmed attendees. Additionally, the presentation covered updates in sports events, detailing the impact of Tropical Storm Debby on summer events and forthcoming activities like the Myrtle Beach Classic and various NCAA bids. Canadian trade efforts were also discussed, emphasizing enhanced promotional activities and training sessions to boost Myrtle Beach's visibility in the Canadian market. The lodging sector updates included major renovations and new constructions aimed at enhancing the accommodation facilities in Myrtle Beach.

Marketing Updates: The Marketing Update for August 2024 highlighted Myrtle Beach's ongoing promotional activities and strategic marketing campaigns aimed at boosting tourism and engagement within the region. Key elements of the presentation included Myrtle Beach's ranking as a top destination and the top beach destination. The team implemented an incremental campaign to drive late summer visitation, targeting economy travelers with value-based messaging and optimizing media strategies to increase last-minute travel bookings. Significant emphasis was placed on enhancing media content that underscores the unique experiences Myrtle Beach offers, including a Budget-Savvy Traveler Guide and updates to the Family Fun Page. The approach integrates traditional media with digital strategies to maximize reach and impact. Additionally, proactive measures were taken during Tropical Storm Debby to maintain communication and marketing efforts, showcasing Myrtle Beach's resilience and preparedness in face of adverse conditions. These efforts are part of a broader strategy to position Myrtle Beach as a premier, year-round destination, reflecting the area's commitment to growth and community engagement in the tourism sector. During this session, the agency Luckie also joined via Zoom to provide an update about market trends, further enriching the discussion with the latest

insights.

Meeting Adjourned: 10:21 AM, Matt Klugman -Motion, Declan McGonigal - 2nd – Approved – All