Marketing Council Meeting Minutes
October 15, 2024
Meeting In MBACC Boardroom

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

Staff in Attendance: Stuart Butler, Diane Charno, Bob Harris, Tracy Conner

Call to Order: 9:00 AM

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

Groups Update: The Group Sales Marketing Council's update for October 2024 provided comprehensive insights into the status and strategic initiatives in group sales. As of October 8th, the team has generated 656 group leads resulting in 338,922 group lead room nights and 290,218 definite room nights. According to research by Northstar, it was shown that accessibility is one of the top factors is site-selection priorities behind cost and quality of venue and accommodations. For sports updates, the Sports Tourism department hosted their 2nd annual Sports Symposium in September. This event had two panels with event organizers and the other with women of the sports industry, with the Keynote speaker being Chance Miller, the new Athletic Director at Coastal Carolina University. The conference Carolinas Track and Field Championship will be back for 2026 and 2027. Myrtle Beach won bids to host the 2027 NCAA Golf Regional Championships as well as the 2028 NCAA D3 Track and Field Championships. The 2024 Lynn Lewis Foundation Pink games, bringing in over 2000 athletes, will be hosted this weekend. Canadian trade efforts were also discussed, emphasizing enhanced promotional activities and training sessions to boost Myrtle Beach's visibility in the Canadian market. The team made the trip to Canada last week for their training sessions and met with 6 tour operators. They hosted a reception with travel trade and travel agents as well as media with 50 attendees. The group sales team will be attending 9 upcoming tradeshows from now until mid-December. Coastal Carolina venue updates were discussed with the addition of a new convocation center, updates on the indoor practice facility and new soccer facility. 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 October 2024 highlighted Myrtle Beach's ongoing promotional activities and strategic marketing campaigns aimed at boosting tourism and engagement within the region. Metrics updates included Myrtle Beach's ranking as a top beach destination, as well as the latest visitor trends via STR, ATax and TDF collections. Quarter 4 hotel occupancy is forecasted to be on par with 2023. Paid media updates included an overview of the Quarter 4 media plan and creative, as well as the proactive media updates made considering recent storms in Florida and the western Carolinas. Earned media activation highlights included an update on the James Beard Foundation NYC events and media mission trip in September, as well as the Canadian media mission trip completed in October. The Creative team recently completed a Fall Lifestyle Photo Shoot to expand digital assets

highlighting the destination and is in the process of shooting new “The Beach for Any Reason” commercial spots for 2025. An update on the 2025 Annual Plan was also provided, including an overview of new unique opportunities, including a potential Matador Creator House partnership. Rob Blair from RBI joined the meeting to review opportunities with Sony, included the new Wheel of Fortune Beach Week partnership underway, and potential partnerships with future Macy’s Thanksgiving Day Parade and New year’s Rockin’ Eve in 2025 and beyond. Marketing team also provided an update on Traveling the Spectrum where more details on the season 1 launch will be out soon, and that season 2 filming is underway. Lastly, the team provided an update on the Global Booking Engine Pilot Program test that in still in development.

Meeting Adjourned: 10:30 AM, Matt Klugman -Motion, Declan McGonigal - 2nd – Approved – All