Marketing Council Meeting Minutes
February 27th, 2024
Meeting In MBACC Boardroom

Marketing Council Members in Attendance: Kristin Call, Mayur Jeram, Matt Klugman, Declan McGonigal, Patrick Norton, Jacob Smith, Jay Smith, Ryan Swaim

Staff in Attendance: Diane Charno, Stuart Butler, Bob Harris, Johanna Hodge, Jen Brunson

Others: Ryan Cannon (GTS) + Kyle Oland (GTS)

Call to Order: 9:00 AM

Approval of the Minutes: Ryan Swaim – Motion, Mayur Jeram – 2nd – Approved -ALL

GTS Annual Update: Ryan Cannon was introduced as the new Executive Director of Golf Tourism Solutions. Kyle Oland provided detailed insights into the performance and strategic direction of golf tourism in Myrtle Beach.

2023 Performance Highlights:

- Golf rounds played in 2023 totaled 2,759,796, marking a 6% year-over-year increase.
- Golf-related revenue reached $135,068,422, reflecting a 12% growth from the previous year.
- Market investments in the sector amounted to $34 million since 2021, underlining significant commitment and growth.

Pacing and Participation:

- Spring peak season pacing shows a 1% increase, with summer pacing significantly up by 10.5%.
- Despite a slowdown in the peak fall season pacing from last year's record, total golf participation grew by 9%, and on-course participation by 4%.

Engagement Metrics for Play Golf Myrtle Beach in 2023:

- Website visits stood at 701,218.
- Video views reached 10,182,912.

- The platform has amassed a total of 260,155 followers.
- Overall reach was reported at 19,372,609, with engagements totaling 595,853.

Groups Update: Bob Harris presented an update to the council from the Groups, Meetings and Sports department. Year-To-Date Results (Thru Feb 21st, 2024): The team has generated 152 group leads with 86,636 group lead room nights and 21,737 definite room nights. Toronto Golf & Travel Show & CAA Horizons Magazine: Highlighted participation and efforts to engage audiences through these events and platforms. Canadian Efforts: Notable activities include participation in the Travel South Sales Mission to Toronto and Montreal by Heidi Vukov and Pulse reps, collaborations with CAA for enhanced sales and marketing, a follow-up YouTube session resulting from a Toronto client dinner, live spots on the Canadian Weather Network, and training with Groupe Voyages Quebec. CanAm Days 2024: Introduction of a new Snapchat filter for Canadians visiting in March 2024, enhancing the event's digital engagement. Upcoming Tradeshows: An extensive list of tradeshows where the team will participate, including Rendez-Vous South, PAX East, Connect Sports Spring, and many others. RCMA Planner Experience: Announcement of a new name and dates for this event (Sept 30 – Oct 2, 2024), along with details about its structure and opportunities for planners and suppliers. Sports Update: Updates on winter indoor sports activities at the Myrtle Beach Sports Center, hosting of adaptive sports festivals, bids submitted for future NCAA Championships, and partnerships for hosting these events. Lodging Updates: Information on the opening of the Holiday Inn Vacation Club Resort, renovations at DoubleTree and Tapestry by Hilton.

Marketing Updates: The February Marketing Council Update presentation provided comprehensive insights into the current marketing efforts, campaign strategies, and occupancy forecasts.

Q1 2024 Media Updates: Outlined the media strategy across various platforms including paid TV, digital media, paid search, social media, and more to drive awareness and demand. The "You Belong at The Beach" campaign is central, with additional focuses on shoulder seasons, air service, and international campaigns.

Spring Integrated Packages and Spreadvertorials: Partnership with renowned publications for integrated marketing packages and custom content creation to enhance reach and engagement.

Q1 Specialty Campaigns: Tailored campaigns targeting specific segments including general air service, community events, international audiences, B2B for meetings, sports, groups media, and brand partnership activations.

Media Strategy for Spring Demand: Adjustment of media strategies to boost spring demand, with expanded buys and targeted efforts in March to attract immediate travelers, especially in regional drive markets.

Public Relations Efforts: Highlighted PR activities such as new development releases, media pitching for the spring, and participation in various showcases and campaigns, aiming to maintain high visibility and engagement. The presentation noted significant media mentions and awards, underlining the beach's popularity as a travel destination and its recognition in various notable platforms and competitions.

Spring 2024 Occupancy Forecasts: Provided detailed occupancy forecasts for Spring 2024, with

predictions showing a peak between March 9th and April 1st. Despite initial forecasts of occupancy rates being lower than 2023, actual numbers have begun surpassing those of the previous year since the 1st week of Feb., attributed to lower gas prices, reduced inflation, and improved consumer sentiment.

Chef Swap at The Beach: Introduced the Chef Swap series, with Season 1 available on multiple platforms and the premiere of Season 2 on the Cooking Channel, as part of efforts to engage audiences through culinary content.

Meeting Adjourned: 10:37 AM, Mayur Jeram -Motion, Declan McGonigal - 2nd – Approved – All