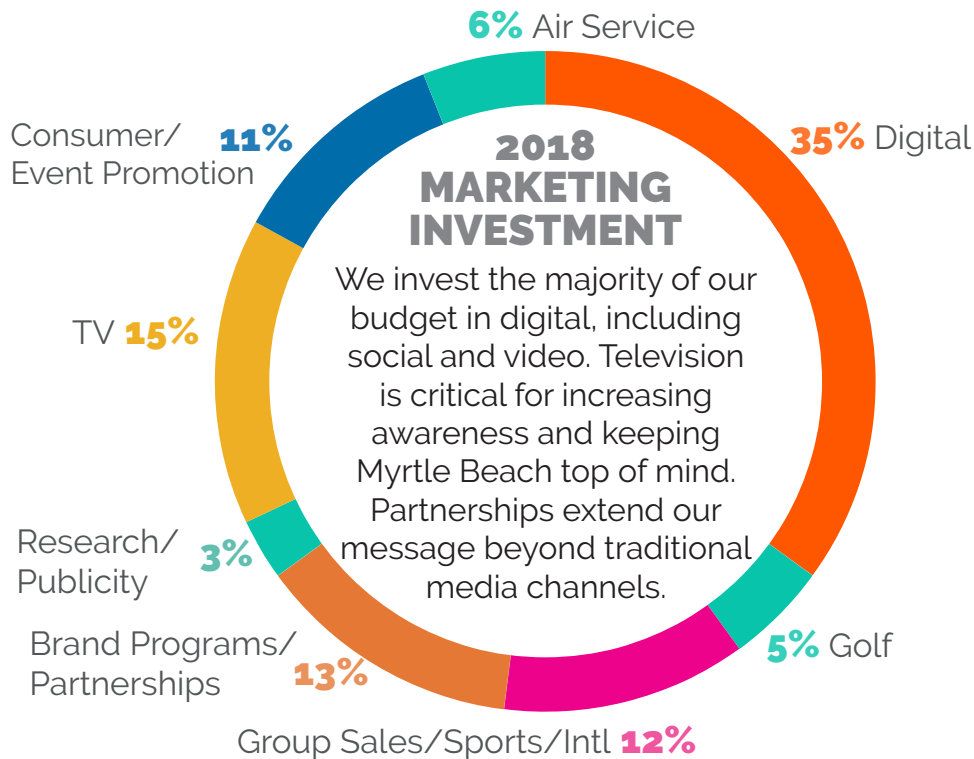


visit
**MYRTLE
BEACH**



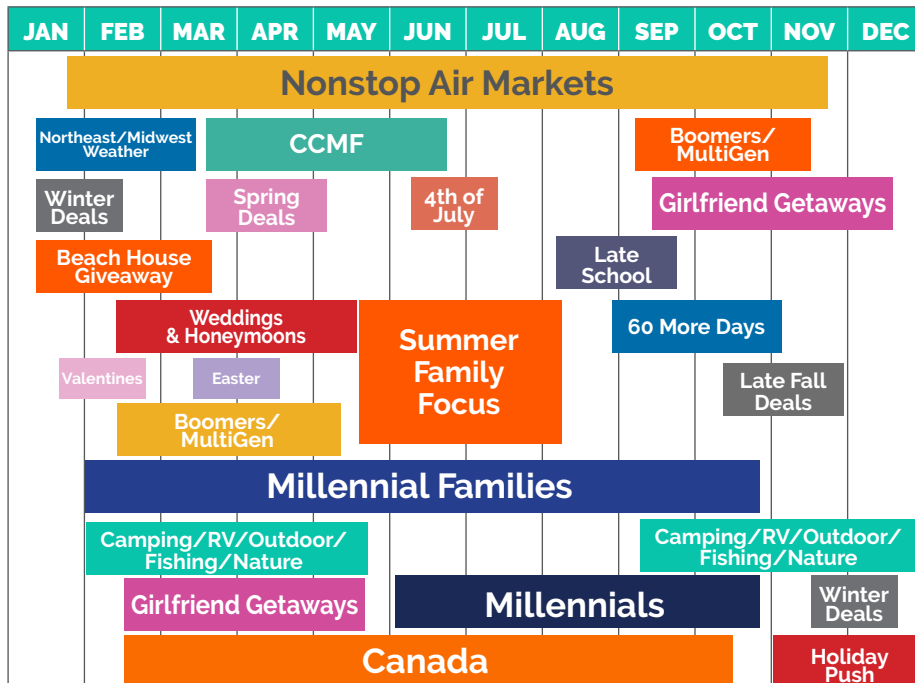
2018
**MARKETING
THE DESTINATION**



2018 MARKETING STRATEGY

1. Drive Visitation by Creating & Enabling Inspirational Stories through Visitors, Locals, Media and the Brand.
2. Optimize Distribution in Owned, Paid, Earned and Leveraged Channels.
3. Develop & Implement Successful Partnerships to Expand Reach.
4. Drive New Air Service.
5. Attract First-Time Visitors.

2018 PROMOTIONAL TIMING



TARGET AUDIENCES

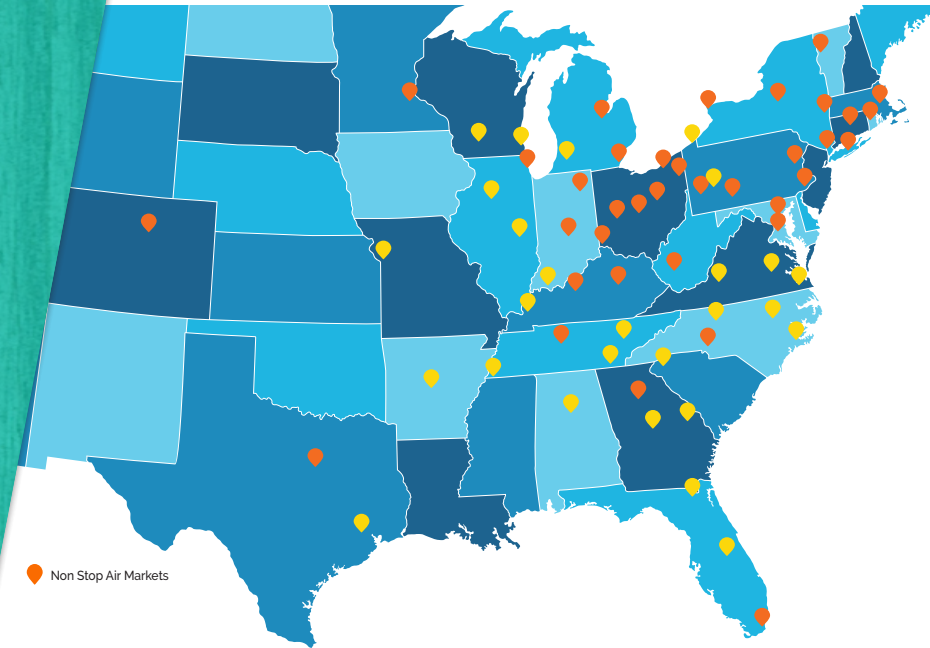
Multi-Generational | Couples | Families
 Sports Enthusiasts | Younger Generation | Weddings
 Nature Enthusiasts | Empty-Nesters | Girlfriend Getaways
 Family Golf | Fishing, Watersports

2018 MARKETING & SALES

GOALS

Deliver increased visitor demand for the destination.	Available April
Implement new dashboard reporting system for staff and stakeholders.	✓
Fully integrate real estate content into CVB website and generate 75,000 unique visits to that section.	✓ 81,700 unique page views
Successfully fulfill collateral needs in 125+ local locations, 200+ regional locations and 30+ consumer trade/travel shows with minimal disruptions in presence/inventory.	✓
Assist 50,000+ visitors via phone and/or online chat.	Assisted 39,966 visitors
Generate \$150 million in AEV from earned media Earned 1.78 billion impressions valued at \$223.6 million.	✓
Host 100 media visits.	✓
Maintain 1.7 million "Likes" on CVB Facebook page.	✓
Grow presence at major sports events to optimize destination brand.	✓
Positively impact tourism economy with externally verified ROI.	Available April
Drive 5 percent overall growth in deplanements to Myrtle Beach International Airport.	✓ + 10.5%
Generate 1,000 group leads while maintaining conversion rate of 50 percent or better.	✓
Lead generation of 300,000 new group room nights.	✓
Implement expanded prospecting strategy for group marketing.	✓
Host 30 in-market FAM trips for group/meeting planners.	✓ 88 hosted
Generate 300,000 page views to group website.	144,673 page views

2018 PRIMARY PROMOTIONAL MARKETS



- | | | | |
|------------------------|------------------------|-----------------------|-----------------------|
| Albany | Columbus, OH | Johnstown | Pittsburgh |
| Allentown | Dallas | Kansas City | Providence |
| Atlanta | Dayton | Knoxville | Raleigh |
| Augusta | Denver | Lexington | Richmond |
| Baltimore | Detroit | Little Rock | Roanoke |
| Birmingham | Erie | Louisville | Rochester |
| Boston | Evansville | Macon | South Bend |
| Bowling Green | Flint | Madison | St. Louis |
| Buffalo-Niagra Falls | Ft. Wayne | Memphis | Syracuse |
| Burlington-Plattsburgh | Grand Rapids | Miami-Ft. Lauderdale | Tampa |
| Champaign-Springfield | Greensboro | Milwaukee | Toledo |
| Charleston-Huntington | Greenville-Spartanberg | Minneapolis | Tri-Cities |
| Charlotte | Greenville/New Bern | Nashville | Washington DC |
| Charlottesville, VA | Harrisburg | New York | Wheeling-Steubenville |
| Chattanooga | Hartford | Norfolk | Wilkes Barre |
| Chicago | Houston | Orlando | Wilmington |
| Cincinnati | Indianapolis | Paducah - Cape Girard | Youngstown |
| Clarksburg | Islip | Peoria (Bellevue) | |
| Cleveland | Jacksonville | Philadelphia | |

MyrtleBeachAreaCVB.com for updated marketing information.

visit MYRTLE BEACH

2018 ACCOLADES

- Most Excellent Places to Travel - **TripAdvisor**
- America's Best Small Cities - **Resonance Consultancy**
- Reader's Choice: Best Overall Destination and Favorite Destination for Accommodations & Hospitality - **Sports Destination Management**
- Best Places People Are Moving To - **Us News & World Report**
- 20 Best Vacations for Teens & Parents Alike - **TripAdvisor**
- 25 Best Beaches in The United States - **Travel Pulse**
- Best Family Summer Vacations - **Us News & World Report**
- Top Destination Areas for Retirees - **Where to Retire**
- Best South Carolina Beaches - **USA Today 10best**
- Most Affordable Beach Towns in America - **Coastal Living**
- 2018 Best Family Beach Vacations in The USA - **Us News & World Report**
- Best South Carolina Attractions - **USA Today 10best**
- Travelers' Choice Awards: The Top Destinations For 2018 - **Afar Magazine**
- Best Destinations for A Last-Minute Vacation - **Travel Pulse**
- East Coast Vs. West Coast: Battle of The Beaches - **Compass + Twine**
- 10 Best East Coast Beaches - **Travel Channel**
- Say "See Ya" To Winter in These 25 Cities - **Expedia**
- Greenest City Awards - **Insurify**
- Great Southern Dog Parks - **Southern Living**
- Best Family Beaches - **Family Vacation Critic**
- Most Bikeable Coastal Cities in America - **Brooklyn Bicycle Company**
- Beach Bash: 25 Of the Best Beaches in America - **ReviewIt Magazine**
- Visit Myrtle Beach Promotes Inclusivity as Autism-Friendly Destination - **HSMIA Adrian Award**
- Best Family-Friendly Spring Break Destinations on A Budget - **Select Quote**
- Top 15 Beaches on The East Coast - **Town & Country**
- 2018 Best Botanical Gardens - **USA Toda**

2018 LODGING STATS

	str		COASTAL CAROLINA UNIVERSITY	
Occupancy	58.9%	▲ 2.5%	53.3%	▼ 2.8%
ADR	\$119.20	▲ 1.6%	\$108.50	▼ 0.1%
RevPAR	\$79.90	▲ 5.1%	\$67.00	▼ 0.6%

NONSTOP ✈️ MARKETS

