

City Council Update



visit
MYRTLE BEACH
SOUTH CAROLINA

2018 YTD Marketing Successes

- On pace to directly create 33% 1st-Time Visitors
- Generated \$175M - Earned Media Coverage
- Influenced 16% YOY Air Passenger Growth
- Created 238,000 Group Sales/Sports Room nights (73% of goal)
- 1% TDF Growth
- 4% Workforce Growth
- 1.1% Hospitality Fee Growth
- 2.7% Gross Retail Sales Growth
- 3.5% Occupancy Growth (STR)
- 2.6% ADR Growth (STR)
- 6.2% RevPar Growth (STR)



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Florence

Marketing Action Plan

- Continuous assessment of Destination Conditions with EMD and Tourism Community (member survey research)
- Provided ongoing Traveler Tips and Information via Website, Social Media, Email, Call Center and Media
- Conducted Facebook Live - Key Messages: 'The Beach has Never Looked Better,' 'Pack your Patience,' and 'Fly Don't Drive.'
- Worked with airlines on air service promotion in fall nonstop markets
- Revised ads to promote Fall & Future Visitation



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NEW Accountability Report

MYRTLE BEACH AREA CHAMBER OF COMMERCE - 1% TDF REPORT 2nd Quarter 2018 Tourism Spending

Marketing Investment	Vendor Name	Vendor / Transaction Description	Total
Air Service	Corinthian Media, Inc.	Air Service Markets	188,230
		February Advertising-Air Service	113,391
		March advertising	118,031
	Fahlgren Mortine	Air Srvc Media Relations Prog	3,814
	IHeart Communications	Radio Air service adv	245,322
	Pandora	MB Nonstop Flights Campaign	33,731
		New Air Srvc Digital Radio Ads	56,269
	Visibility & Conversions, Llc	April Digital Campaign	157,500
		February Digital Campaign	157,500
		May digital campaign	157,500
Air Service Total			1,231,287
Creative Development	Adobe Systems Inc	April analytics standard	2,026
		May analytics standard	2,026
		June analytics	2,026
	Apl Itunes.Com	Ad Design	8
	Cross Border Trans Fee	Video Production	7
	Dnh Godaddy.Com	Domain Names	123
	Media Coast	Web updates, maintenance	1,046
	Patlive/Hostednumbers	Research	1,133
	Salesforce.Com	Email Marketing	33,354
	Simpleview Llc	Simpleview April support	1,350
		Simpleview May support	1,350
		Simpleview Q2 Hosting, SQL Box	8,637
	Soundcloud Inc	Website-music hosting	51
	Tulsa Connect	Website hosting	2,246
	Visual Destinations LLC	Apr Web Design services	8,010
		June Web Design Services	8,010
		May Web Design srvc	8,010
	Voices Com Surepay Voi	Video Production	702
	William Richard Mannix	Annual Lease of Pier Web-Cam	3,420
Creative Development Total			83,536

IMPROVEMENTS

- Vendor Column added
- Detailed description column
- Summarized by category
- Posted Quarterly on:
MyrtleBeachAreaCVB.com
MyrtleBeachAreaChamber.com

Thank You!



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