



TOURISM OVERVIEW

APRIL 5, 2019

visit
**MYRTLE
BEACH**

TripAdvisor travelers chose Myrtle Beach in the top 25 destinations in the US

21 Myrtle Beach, South Carolina



Myrtle Beach is all at once a spring break destination, golfing destination,... [more](#)

Don't miss

- Broadway at the Beach
- Myrtle Beach State Park
- Franklin G. Burroughs - Simeon B. Chapin Art Museum

All 394 things to do



visit
**MYRTLE
BEACH**

ON TRACK TO WELCOME 20 MILLION VISITORS BY 2020

GRAND  STRAND
2020



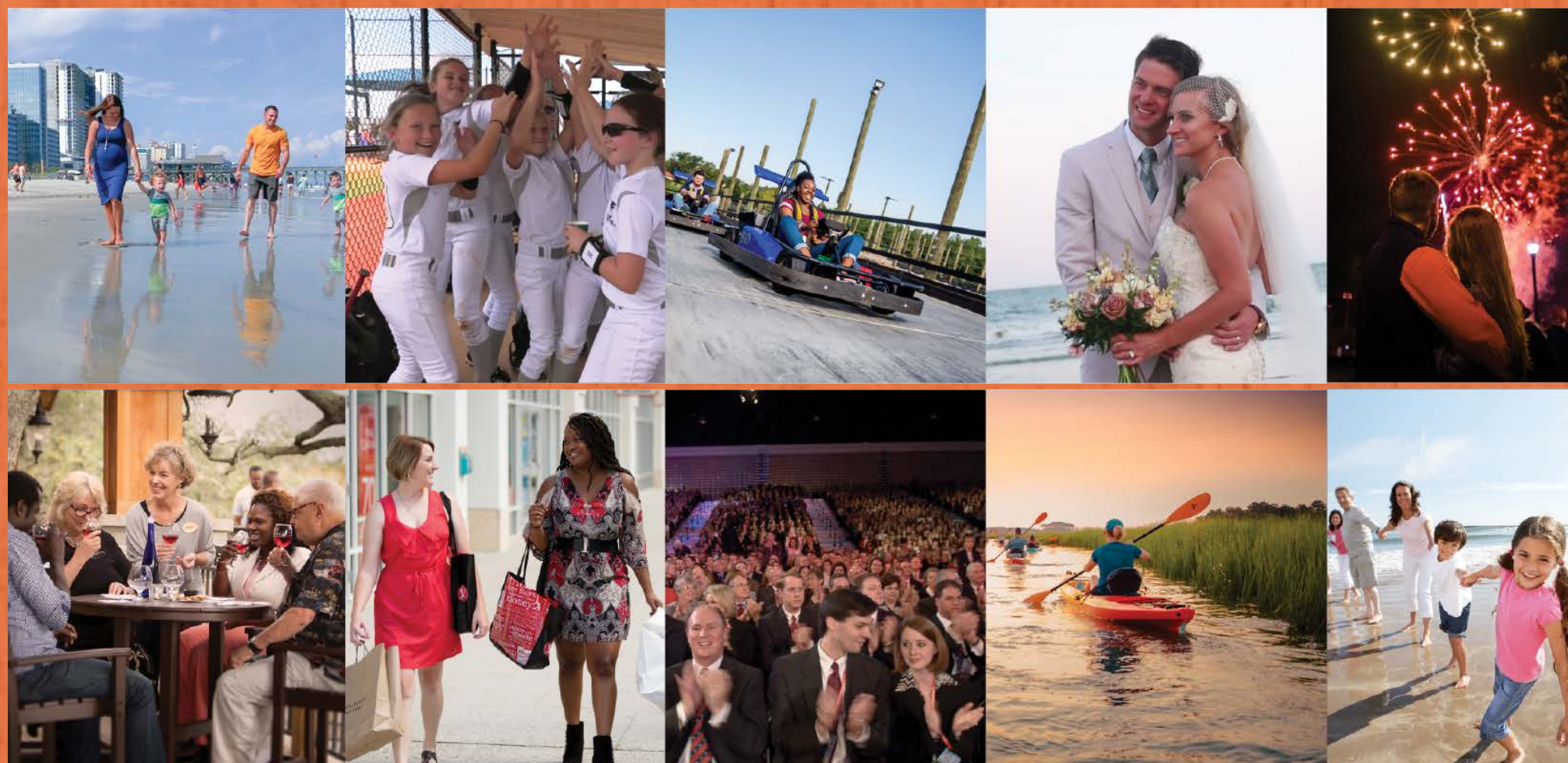
A family of six is walking along a beach, holding hands. In the foreground, a young girl with long brown hair in pigtails, wearing a pink shirt and blue jeans, is smiling and looking towards the camera. Behind her, a young boy in a white shirt and blue shorts is also smiling. Further back, a woman in a pink shirt and white pants, a man in a grey shirt and khaki shorts, and two other children are walking. The beach is wet, reflecting the sky and the family. The ocean waves are visible in the background under a clear blue sky.

TOURISM MARKETING GOALS

- INSPIRE VISITATION
- OPTIMIZE CHANNEL DISTRIBUTION
- DEVELOP SUSTAINING PARTNERSHIPS
- STIMULATE AIR SERVICE GROWTH
- ATTRACT GROUP BUSINESS

visit
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BEACH**

TARGET AUDIENCES



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

Brand Repositioning

1. TELL
A
FRESH
STORY
FOR
THE
MYRTLE
BEACH
BRAND

- • BRAND AUDIT
- RESEARCH
- PRODUCT REVIEW
- PRICING REVIEW
- BRAND STRATEGY
- NARRATIVE MESSAGING
- IMAGE AND VIDEO ASSETS

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PUBLIC RELATIONS STRATEGY

- National Media
- New Air Service
- Market Outreach
- Media Hosting
- Media Mission Trips
- Media FAMs
- Regional Media Days



RECENT PRESS & ACCOLADES

visit
**MYRTLE
BEACH**

- 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 Today**

2019 TRAVEL HACKER GUIDE

Trending

Popular

Beach

Wallet-Friendly Trips

KAYAK Picks

When to Fly

Anywhere

OOO G

#2 Wallet-Friendly Trips Destination

Myrtle Beach, South Carolina

population **32,795**

primary language **English**

currency **USD**

great for Budget, beach, relaxation, family friendly

-54%

% less than average trip cost

Hacker Tip

You're going to need to bring your sunglasses, we just recommend you bring your least expensive pair. Between the beach, pool and bar there are just too many opportunities to leave them behind.

If the lights and sounds of the beach bars and restaurants prove to be too much for you, take the time to unwind at Myrtle Beach State Park. You can spend the day hiking or biking the trails, and admission is just \$5 for adults.

DESTINATIONS

The Top 15 Beaches on the East Coast

TOWN&COUNTRY

Here are America's best pieces of sand along the Atlantic Ocean.

By SAM DANGREMOND | JAN 27, 2019





Myrtle Beach is the US's Autism Friendly Destination

20TH FEBRUARY 2019



23,288 views | Mar 8, 2019, 04:09pm

Top 10 Spring Break Destinations Of 2019



Adrienne Jordan Contributor @
Travel

I cover adventure, outdoor, and wellness travel.

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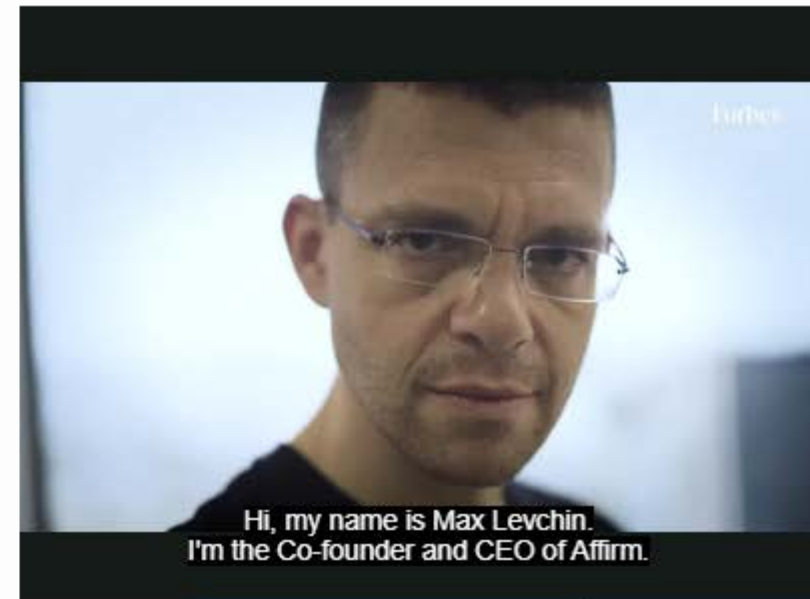
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Myrtle Beach- a top Spring Break destination for 2019 PLANETWARE

Croissants and cheese? White sand beaches and margaritas? According to [HomeAway](#), France and Florida top 2019 destinations for spring break based on the booking site's year-to-year traveler demand growth. The study looked at statistics from 2017 to 2018 in the date range of March 8-24, so if you are still planning your March travel, these will be the destinations bustling with vacationers. Here are some of the best things to see and do in the 10 top Spring Break destinations along with some of HomeAway's popular vacation



FIDELITY WEALTH MANAGEMENT

- > A dedicated advisor
- > Advice for your full financial picture
- > Clear recommendations for your portfolio
- > Strategies designed to reduce the impact of taxes

CONNECT WITH AN ADVISOR



TOUR STOP

MYRTLE BEACH | SOUTH CAROLINA



MYRTLE BEACH INSIDER

STAY

ABA member properties such as the Beach Cove, Caravelle, Crown Reef, and Landmark resorts specialize in bus groups and offer free motorcoach parking.

STROLL

Murrells Inlet MarshWalk is a something-for-everyone stop offering waterfront dining, nightly live music, watersports, charter fishing, scenic tours, kayaking, shopping, and seasonal events.

EAT

Upscale Thoroughbreds Chophouse & Seafood Grille offers three-course group menus and can comfortably accommodate groups of almost any size.

PARK

Drop off passengers on Ocean Boulevard and park for free a couple of blocks away on Chester Street.

Broadway at the Beach is Myrtle Beach's No. 1 tourist destination for groups.

BEACHES, BOARDWALKS, AND BROADWAY SHOWS

Boasting sandy beaches, world-class attractions, and live entertainment, Myrtle Beach is an oceanfront destination brimming with fun for guests of all ages

BY MARYELLEN KENNEDY DUCKETT

The crown jewel of coastal South Carolina escaped last year's hurricane season largely unscathed and is ready for another banner year as a top group tour destination. Offering an average 215 sunny days a year, genuine Southern hospitality, and spectacular beaches and oceanfront resorts, Myrtle Beach ticks all the right boxes for a memorable two-day stopover on a longer 1-95 Southern itinerary or a fly/ride trip from Charlotte, N.C.

What makes Myrtle Beach particularly popular with groups is the wealth of available activities, price points, and group-friendly lodging and dining. The attractive mix of offerings is due to Myrtle Beach's mid-coast position on the Grand Strand, a roughly 63-mile swath of prime sand and surf stretching from Little River south to Georgetown.

"The Grand Strand not only has 60 miles of beaches, but also features 14 unique areas offering something for every kind of traveler," says Sandy Haines, group tour sales manager for ABA member Myrtle Beach Area Convention & Visitors Bureau. "Between the historical harbor of Georgetown, the 'arrogantly shabby' Pawleys Island, the family-favorite Surfside Beach, and the magnificent marvel of Myrtle Beach itself, visitors have a wide variety of options."

Begin at the Surf, End With a Show

Plan to arrive in the evening so that your guests can wake up at the beach. Beginning the day with a leisurely beachcombing stroll is an ideal introduction to the natural side of Myrtle Beach. Early risers can even see the sun rise over the Atlantic Ocean and watch for dolphins, pelicans, sandpipers, and other wildlife.

Following breakfast at the hotel, give your group the option of spending the morning relaxing on the shore or golfing (book early morning tee times in advance) at one of the more than 100 premier designer golf courses located in the Myrtle Beach area. Regroup around noon for lunch at Croissants Bistro & Bakery on Robert M Grissom Parkway, Home of Heidi Vukov, 2018 South

HOT TIP
ABA member Sunway Charters & Tours offers a jump station, cleaning facility, and emergency assistance to motorcoach drivers visiting Myrtle Beach.

THANK YOU

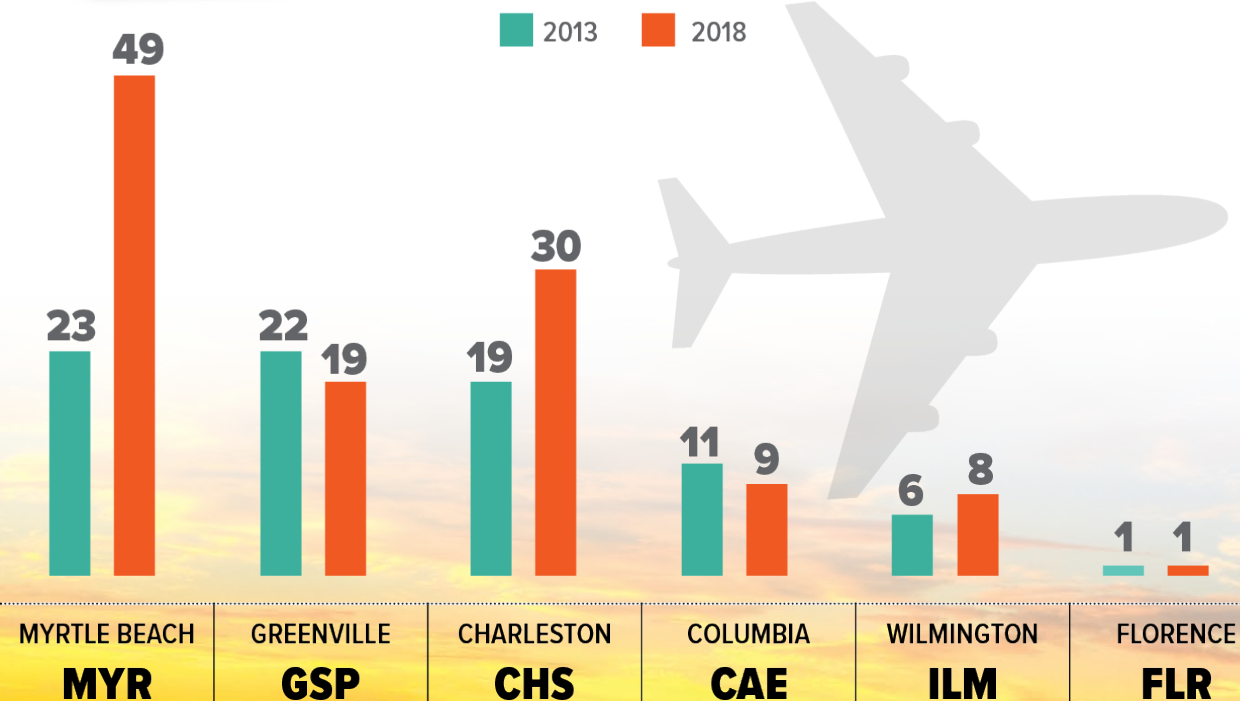
Thank you to ABA members Myrtle Beach Area Convention & Visitors Bureau and The Carolina Opry for supporting our 2019 Marketplace through sponsorships.



MORE NONSTOP AIR SERVICE THAN EVER BEFORE



NONSTOP ✈ MARKETS





MARKETING MEASURES

- Deliver Increased Demand for the Destination
- Create 35% 1st Time Visitors
- Generate \$180 Million in Earned Media Coverage
- Host 40 Qualified Media Visits
- Increase Social Media Engagement by 5%
- Drive 5% Growth in Deplanements at MYR
- Create \$200 in Revenue Per Marketing Dollar Invested (ROI)

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THANK YOU!

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