



NORTH MYRTLE BEACH

Marketing

OUTLOOK

SUMMIT 2024



Erin Graham
Destination North Myrtle Beach



Krystal Woodard
Miles Partnership

Destination North Myrtle Beach



Cheryl Y. Kilday, CDME
President & CEO



Erin Graham
Marketing Director



Wimberly Hubert
*Destination Services
Manager*



Pierce Edge
*Digital Communications
& CRM Manager*



Randy Davies
*Sr. Director of Community
Relations & Advocacy*



Nick Falcone
*Business Development
Director*



Charlene Lynam
*Visitor Services
Coordinator*

Partnerships



IVIE PARKER

CONSULTING, LLC

Your Miles Team



Lauren Bourgoing
*Vice President,
Account Director*



Lauryn Peterson
Account Supervisor



Krystal Woodard
Project Manager



Samantha Davis
Senior Media Planner



Justin Gibbs
*Director of Strategy &
Insights, SEO*



Courtney Spiess
Content Director



Melissa Conley
Content Manager



Melissa Juneau
Art Director



Melissa Bartalos
Content Strategist



Our Partnership Efforts During This Fiscal Year

- Year to Date Review
 - Brand Campaign
 - Website Component Refresh
 - Media Review
- OVG 2024 & Upcoming 2025
- Looking Forward
 - Destination Master Plan & Strategic Plan



Timeless

Classic, evergreen,
enduring, unforgettable



Relaxed

Casual, natural,
comfortable,
slow-paced, peaceful,
quiet

Tasteful

Graceful, stylish,
modern, the good
life, laidback luxury

True

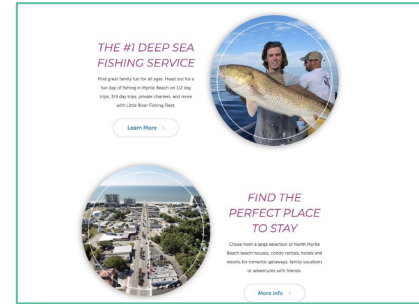
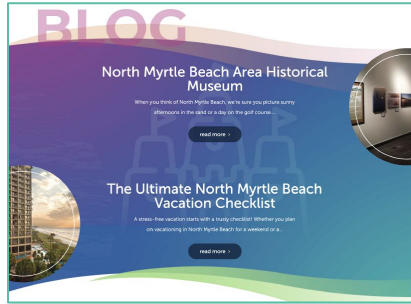
Genuine, unpretentious, Southern,
warm, friendly

UPDATED COLOR SCHEME

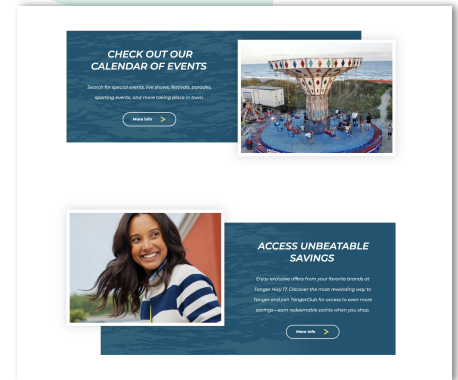
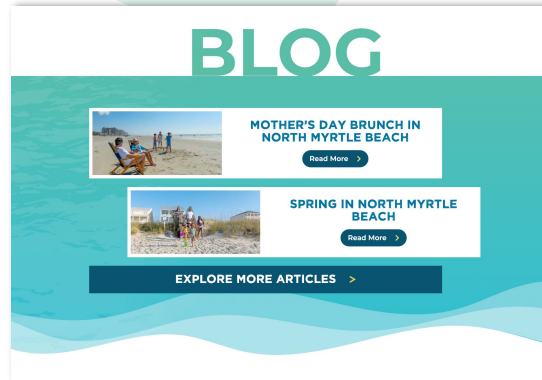
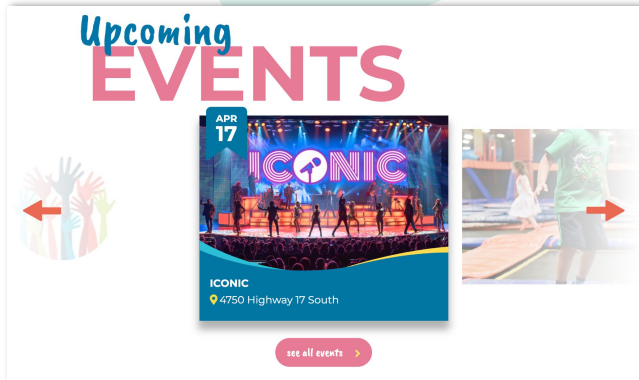


Website Component Updates

Old



New



Website - Year in Review (July 2023 - April 15 2024)

2,322,000

Pageviews (up 53% YOY)

1,273,013

Sessions (up 49% YOY)

52.11%

Engagement Rate

Note: GA4 reports on Engagement Rate not Bounce Rate



User Traffic By Location



1. North Carolina
2. South Carolina
3. Georgia
4. Florida
5. Virginia
6. Pennsylvania
7. Ohio
8. Michigan
9. Illinois
10. New York

SEO & Organic Traffic Review (July 2023 - April 15 2024)

239K+

Organic Sessions

27.4%

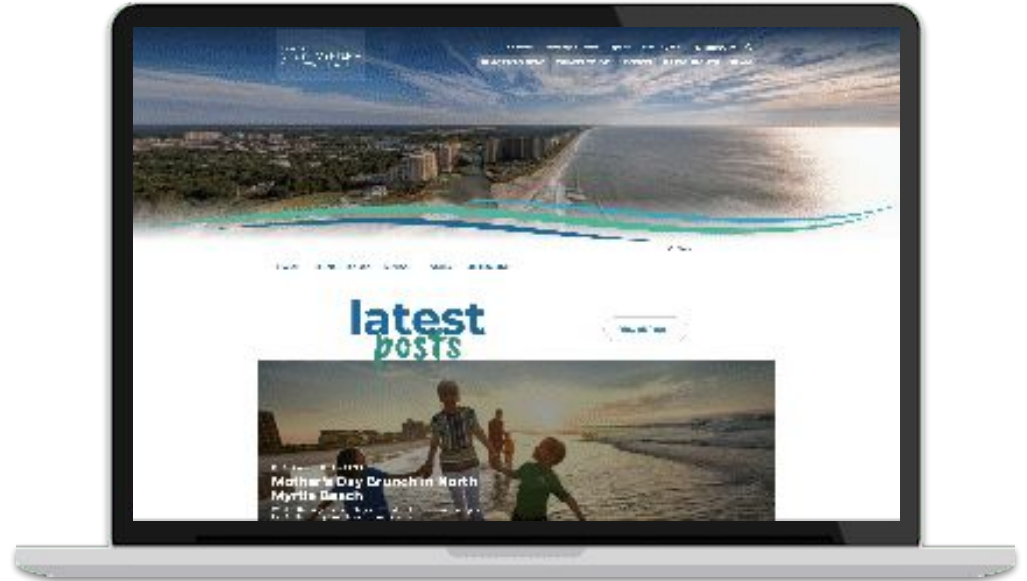
Increase YOY

56s

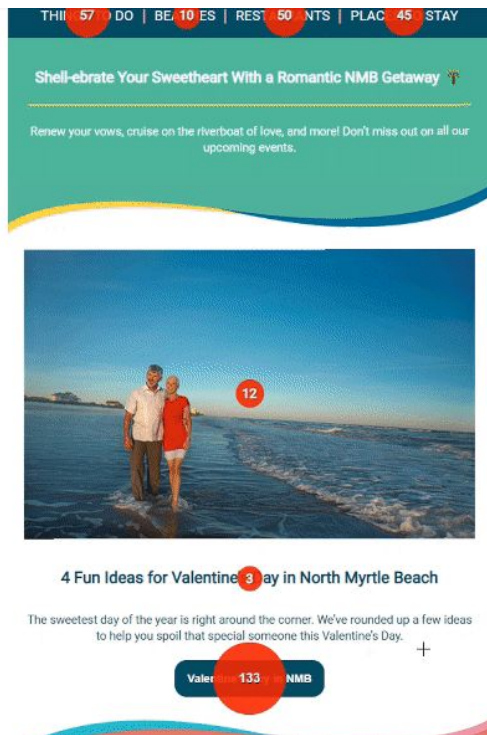
Average Engagement Time, up
7% YOY

170K+

External Partner Website Visits



Email Marketing - Year in Review (July 2023 - April 2024)



Delivery Rate

100%

Open Rate

50.45%

22.68% Above Industry Average

Click Rate

2.61%

2.42% is Industry Average

Current PR efforts to date

119
Mentions

3.84B+
Reach

\$2.2M+
Media Value

House Beautiful


You Need to Visit These Adorable U.S. Main Streets ASAP

Perri O. Blumberg, Rose Marie Walano
August 7, 2023 18 min read

Main Street in North Myrtle Beach, South Carolina

No trip to North Myrtle Beach would be complete without wandering Main Street and reliving that childhood vacation high on this nostalgia-imbued strip. Of course, there's also the adult version of fun: grabbing a blanket and holing up where road melds into sand and enjoying live music in the ban shell for [Music on Main](#). The next day, you'll likely need some hair of the dog at Coconuts Tiki Bar and Grill and a burger from Pirate's Cove. Or, you know, a restorative dip in the ocean.

[BOOK NOW](#)




John Coakley - Getty Images

Main Street in Eastsound on Orcas Island, Washington

A modern-day Mayberry indeed. We're loving this coastal town's tree-studded Main Street that's brimming with boutiques, galleries, and eateries perched over Fishing Bay. You're going to want to swing by [Emmanuel's Labyrinth](#) to steal a moment of blissful solitude and lush views. For historic digs, check into [Outlook Inn](#), which has been operating for over 100 years.

[BOOK NOW](#)



MATADOR NETWORK

What to Do in North Myrtle Beach, SC's Laid-Back Beach Town

SOUTH CAROLINA | BEACH GUIDES | BEACHES AND ISLANDS
10 AUGUST 2023

5/5

A series of readings to hurry or stress downwind east in South Carolina's North Myrtle Beach if you don't want it to - and that's especially true in the shoulder season from mid-September through November. With light traffic and the crowds, reservations are easy to book. The only reason you'll ever need to check the time is to not miss the show at the Alibi Theatre.

North Myrtle Beach is bounded by the Atlantic Ocean, the intracoastal waterway, and the barrier island shopping center. The ring-making development left its contribution as other parts of the 10-mile stretch of ocean shore on the island front, offering immense potential vacation and water access to coastal and outdoor recreation. In general, North Myrtle Beach is more relaxed and less busy than the southern parts of Myrtle Beach, which caters more to family summer vacations, but they both have plenty to do in beach towns.





Photo: Shutterstock.com

The town was created in 1968 when four smaller communities - Cherry Grove Beach, Ocean Grove Beach, Crescent Beach, and Shady Hill Beach - combined into a larger town. The individual beaches still have their own unique atmosphere, with varying types of lodging, restaurants, and attractions.

North Myrtle Beach is a great spot for a long weekend getaway on the East Coast, especially for maximizing your beach vacation while minimizing your spend. If you're planning a trip, here's where to go for the town's best food, the wine club you may want to join before leaving, and one of the most fun variety shows you'll find in the US.

[BOOK NOW](#)



Current PR Efforts to Date

867M+

Reach

\$498,959

Media Value

redbook Beauty Parenting Home Ideas Healthy Eating Fitness

The Fascinating History Of Cities You Didn't Know

From athletes to apizza, the history behind these cities will shock you.

By [Katie Watson](#) Published: Mar 4, 2024

Historical sites and informative tours are a primary draw for travelers when exploring a new city, and for good reason. You can follow the brick path of Boston's Freedom Trail to see 16 historic markers, wander through the National Mall in Washington DC, or drive back in time through eight states on Route 66. While experiencing America's most popular attractions is a must for history buffs, don't forget about those destinations with history you might have to search to find.

From haunted hotspots to forgotten folktales and completely random fun facts, we've rounded up seven cities with odd or interesting backstories to add to your bucket list.

North Myrtle Beach, South Carolina

Myrtle Beach's northern neighbor may look like a small beach town on the surface, but its residents know its jivey history all too well. **North Myrtle Beach** is where the popular dance, The Shag, originated. It's a super smooth dance style set to beach music that even played a role in integrating the city in the 1940s. There are plenty of open-air pavilions and dance halls remaining in the city today, and the Shag is celebrating its 40th anniversary since being designated the South Carolina state dance this year.

yahoo/news Search the web

WBTV Myrtle Beach

Sand sculptor to show off 22-ton project as North Myrtle Beach celebrates 40th anniversary of 'The Shag'

Tomika Jackson
Wed, April 17, 2024 at 10:57 PM EDT · 1 min read

SAND SCULPTURE FOR SHAG CELEBRATION
NORTH MYRTLE BEACH
WEBSITE: WBTW.COM

NORTH MYRTLE BEACH, S.C. (WBTV) — A sand sculptor from Florida was in North Myrtle Beach this week for Thursday's 40th anniversary of "The Shag."

The Shag was adopted as South Carolina's official state dance in 1984.

You can see sculptor Dean Arscott's design during Thursday's celebration at the Horseshoe in North Myrtle Beach. He said the project used more than 22 tons of sand.

[North Myrtle Beach celebrates 40-year anniversary of the shag dance being named South Carolina's official state dance](#)

"The sculpture behind me is about 22 to 25 tons, which is basically one dump truck," Arscott said. "For a professional sand sculptor like myself, it's a fairly normal day at the office."

"Destination North Myrtle Beach" will give away free 40th anniversary pins to the first 1,000 visitors. The event begins at 5:30 pm.

...

Tomika Jackson joined News13 in April 2024 as a multimedia journalist. She

Shag Celebrations



FY23-24 Media Partners

ConnectedTV
Streaming Audio
Social
Prospecting
Display/Native

AWARENESS



Paid Social
Paid Search
Display/Native

CONSIDERATION



Website Retargeting
Lookalike Modeling &
Travel Intenders
Social (Conversions)

VISITATION



FY23-24 Markets



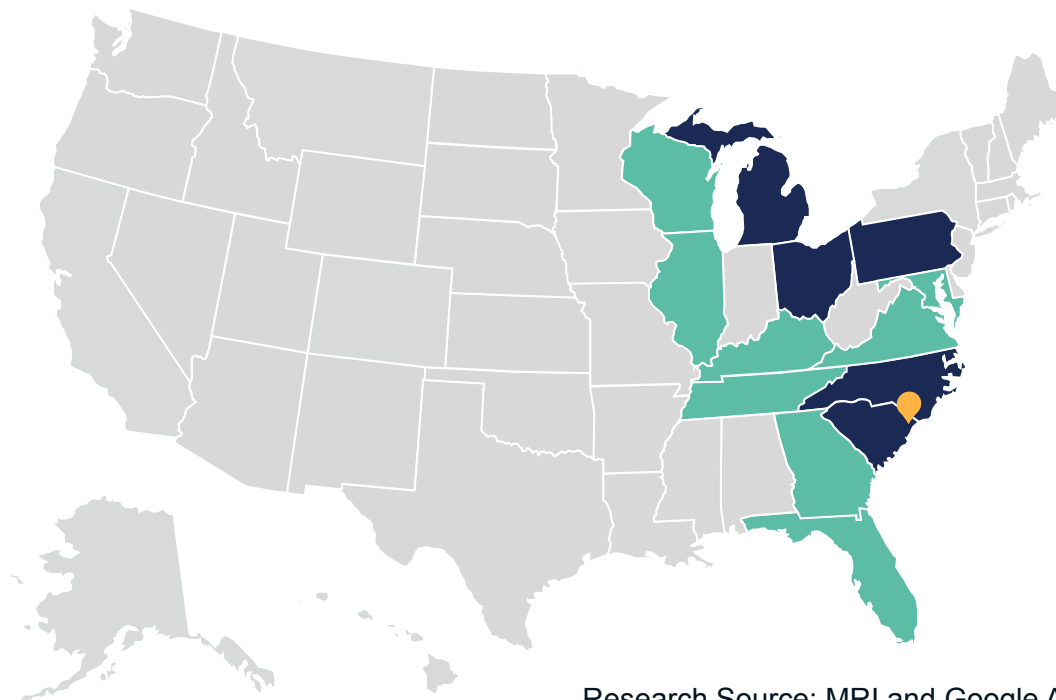
Primary

North Carolina
South Carolina
Ohio
Pennsylvania
Michigan



Secondary

New Jersey
Wisconsin
Kentucky
Tennessee
Georgia
Virginia
Illinois
Florida



Research Source: MRI and Google Analytics 4

Brand Campaign

11.1M+

Impressions

111.1K+

Landing Page Views

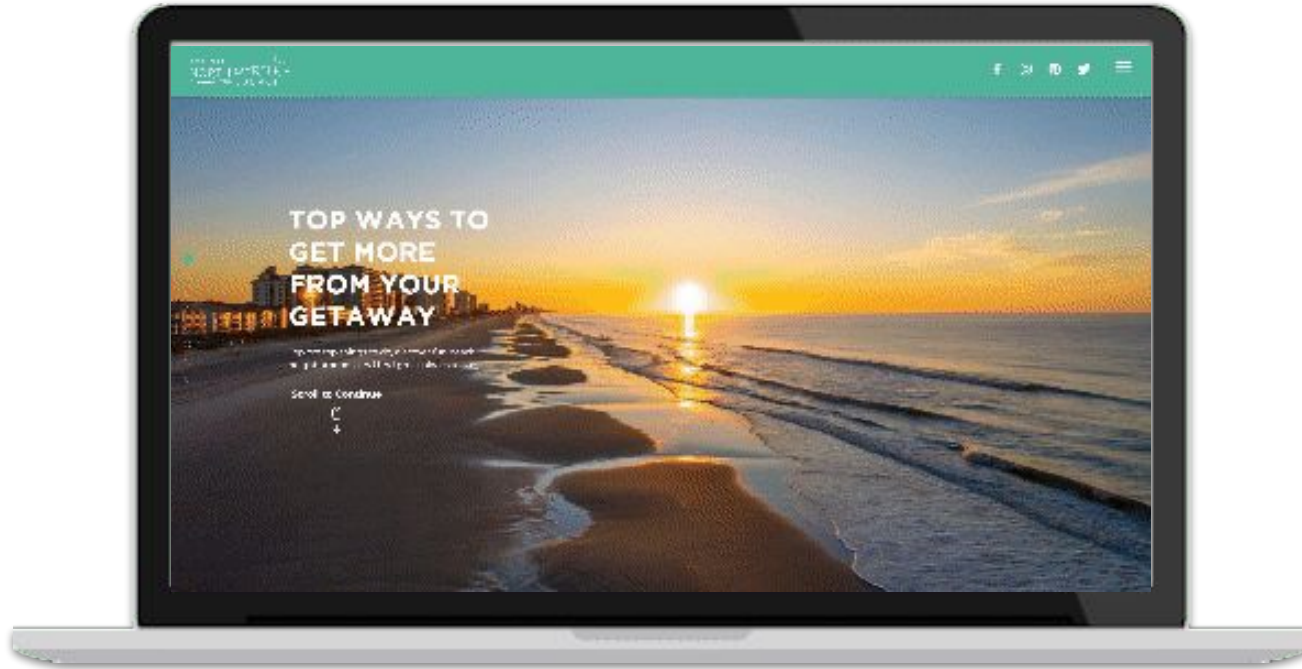
128% YoY

Increase in Site Traffic

July - September 2023



Brand Campaign Landing Page



Creative Examples

Always on

EXPLORE NORTH MYRTLE BEACH

MORE BEACHY FUN FOR LESS

Find affordable things to do, from on-the-water fun and outdoor adventures to free concerts.

[GET TRIP IDEAS](#)

EXPLORE NORTH MYRTLE BEACH

MORE OF WHAT YOU LOVE

Find great beaches, shopping, dining and outdoor fun for all.

[GO EXPLORING](#)

EXPLORE NORTH MYRTLE BEACH

MORE OF WHAT YOU LOVE

Find great beaches, shopping, dining and outdoor fun for all.

[GO EXPLORING](#)

EXPLORE NORTH MYRTLE BEACH

MORE OF WHAT YOU LOVE

Find great beaches, shopping, dining and outdoor fun for all.

[GO EXPLORING](#)

Explore North Myrtle Beach Sponsored

Your next coastal getaway has more splash, more fun, and more flavor. Find more of what you love in North Myrtle Beach.

Explore by Horseback
More Splash [Learn more](#)

Treatus Together
More Fun [Learn more](#)

Explore North Myrtle Beach Sponsored

In North Myrtle Beach, find ways to unwind and relax. Take in the 9 miles of pristine beaches and beautiful ocean views.

[exploreNorthMyrtleBeach.com](#)
Find More Bliss
Discover Your Peace [Learn more](#)

Creative Examples

Winter Stay

EXPLORE NORTH MYRTLE BEACH

MORE WINTER BLISS

From sunny beaches to cozy accommodations, savor your stay this winter in North Myrtle Beach.

PLAN YOUR GETAWAY

MORE WINTER BLISS

From sunny beaches to cozy accommodations, savor your stay this winter in North Myrtle Beach.

EXPLORE NORTH MYRTLE BEACH

PLAN YOUR GETAWAY

EXPLORE NORTH MYRTLE BEACH

More Winter Bliss

Add more days to your stay and experience sunshine, sand, and coastal fun all season long.

Explore North Myrtle Beach Sponsored

Extend your stay in North Myrtle Beach this season for more ocean views and less winter blues.

explorenorthmyrtlebeach.com

Find More Winter Bliss Learn more

Plan Your Getaway

Like Comment Share

| | | | | |
|--|--|--|--|---|
| | | | | |
| Headline Extend Your Stay | Headline Escape Winter's Chill | Headline Book Cozy Lodging | Headline Soak Up the Season | Headline Find Coastal Fun For All |
| Link Description Plan Your Visit | Link Description Plan Your Visit | Link Description Plan Your Visit | Link Description Plan Your Visit | Link Description Plan Your Visit |

Special Events Creative Examples

Holiday

EXPERIENCE HOLIDAY MAGIC

See over two million lights and 500 displays at The Great Christmas Light Show.

EXPLORE NORTH MYRTLE BEACH

PLAN YOUR VISIT

FIND MORE FESTIVE FUN

Discover holly jolly happenings from light shows, live performances and more!

EXPLORE NORTH MYRTLE BEACH

START PLANNING



More Magical Moments Await
Create memories this holiday season with dazzling lights, live shows and festive fun for all.



Drive Through Holiday Cheer
See over two million sparkling lights and 500 displays at The Great Christmas Light Show.

EXPLORE NORTH MYRTLE BEACH

Experience Holiday Magic at North Myrtle Beach's Great...

Promoted By North Myrtle Beach

EXPLORE NORTH MYRTLE BEACH

Find More Christmas Cheer in North Myrtle Beach

Promoted By North Myrtle Beach

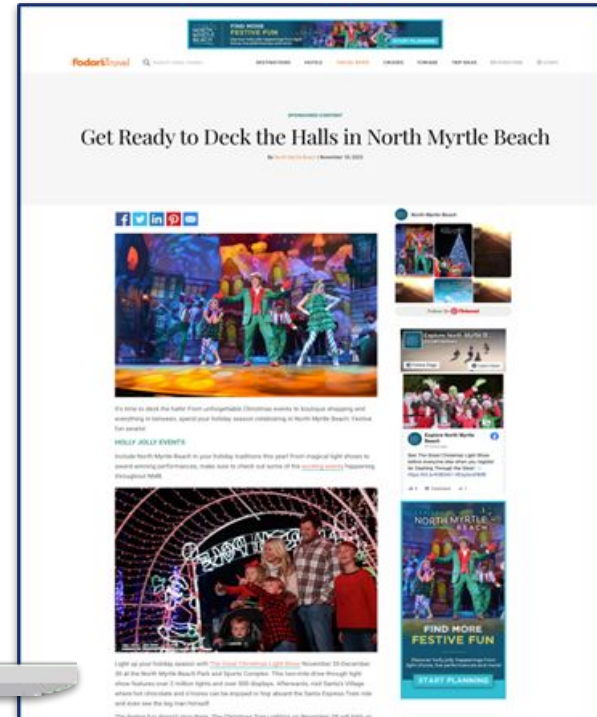
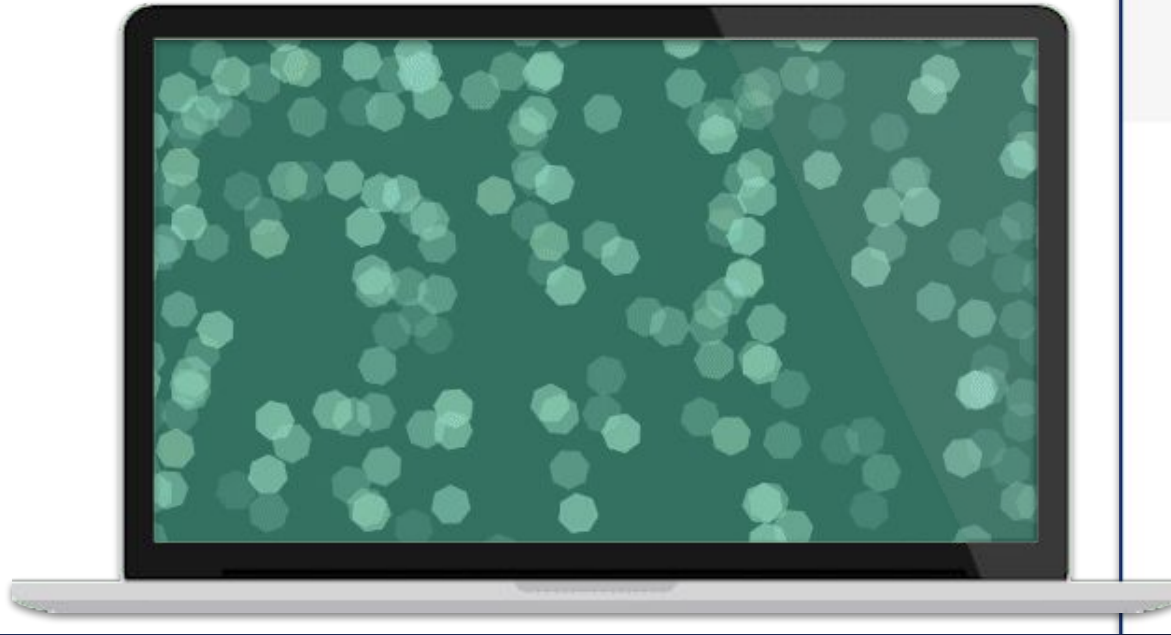
Explore North Myrtle Beach

It's the most wonderful time of the year! Discover more festive fun with light displays, live shows and holiday shopping.

- Attend Holly Jolly Events - Start Planning - Learn more
- See Live Performance - Watch Shows - Learn more
- Spread Christmas - Find Things ... - Learn more
- Find One-of-a-Kind Gifts - Go Shopping - Learn more
- Savor Holiday - Browse Rest... - Learn more

Special Events Creative Examples

Holiday Undertone & Nativo



Special Events Creative Examples

Music on Main

Irish Italian Festival

Shag Fall Safari

OD Music Fest

Spring

Explore North Myrtle Beach Sponsored ·  

The Music on Main Concert Series is here! Jamming every Thursday night, now through September 28.



explorethmyrtlebeach.com
Get Grooving on Main Street [Learn more](#)

   1.6K 157 comments 210 shares

Explore North Myrtle Beach   
Fri 9/29/2023 8:30 am EDT

Know Before You Go: Irish Italian International Festival edition. 📍 <https://bit.ly/3LiAqCN> | #ExploreNMB

Irish Italian Festival in NMB | North My...



| | |
|--------------------------|-----|
| Total Engagements | 243 |
| Reactions | 45 |
| Comments | 12 |
| Shares | 8 |
| Post Link Clicks | 109 |
| Other Post Clicks | 69 |

Explore North Myrtle Beach Sponsored ·  

Join other shaggers and beach music lovers as they flock to North Myrtle Beach for the SOS Fall Migration September 14-24.



explorethmyrtlebeach.com
Celebrate the Shag Dance [Learn more](#)

   669 54 comments 93 shares



Explore North Myrtle Beach Sponsored ·  

The 7th Annual Ocean Drive Beach Music Festival's lineup will keep you jamming out all day long on Saturday, May 4th.




explorethmyrtlebeach.com
It's Time to Boogie to Beach Music [Learn more](#)



   2.5K 161 comments 463 shares

Explore North Myrtle Beach Sponsored ·  

Spring into more outdoor fun in North Myrtle Beach with live entertainment, local festivals and family-friendly activities.



[Attend a Festival](#) [Learn more](#) [Listen Music](#)

  158 10 comments 17 shares

Special Events Creative Examples

Shag 40th Anniversary



Paid Media - Year in Review (July 2023 - April 15 2024)

87M+ Total Impressions

20% Average Engaged Visitor Rate (Industry Benchmark 15%)

SEM

1.96M+

Total Impressions

278K+

Total Clicks

14.12%

CTR

(Industry Benchmark 4.7%)

Digital

65.2M+

Total Impressions

0.25%

Landing Rate

(Industry Benchmark 0.10%)

20.32%

Engagement Rate

(Industry Benchmark 15%)

Meta

15.2 M+

Total Impressions

689K+

Total Clicks

4.45%

CTR

(Industry Benchmark 0.90%)

Pinterest

4.5M+

Total Impressions

22K+

Total Clicks

0.49%

CTR

(Industry Benchmark 0.28%)

Nativo - Year in Review (July 2023 - April 2024)

10,728,047

Impressions

71,055

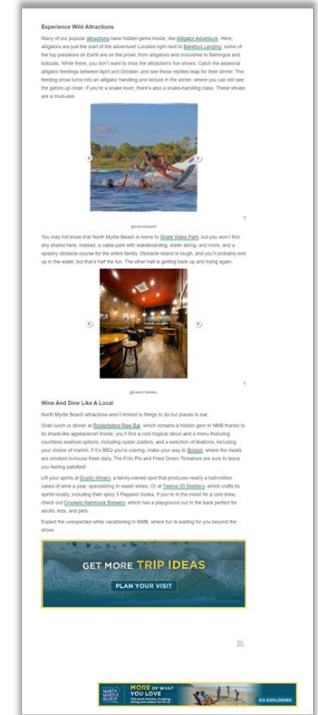
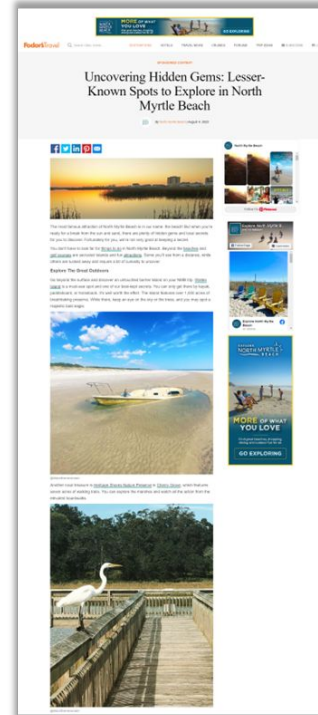
Pageviews

40 seconds

Average Time spent (30s benchmark)

4.32%

CTA Rate (2.5-3.25% benchmark)



Undertone - Year in Review (July 2023 - April 2024)

7,511,805

Impressions

944 Hours

Engaging with NMB PageGrabber

2.73%

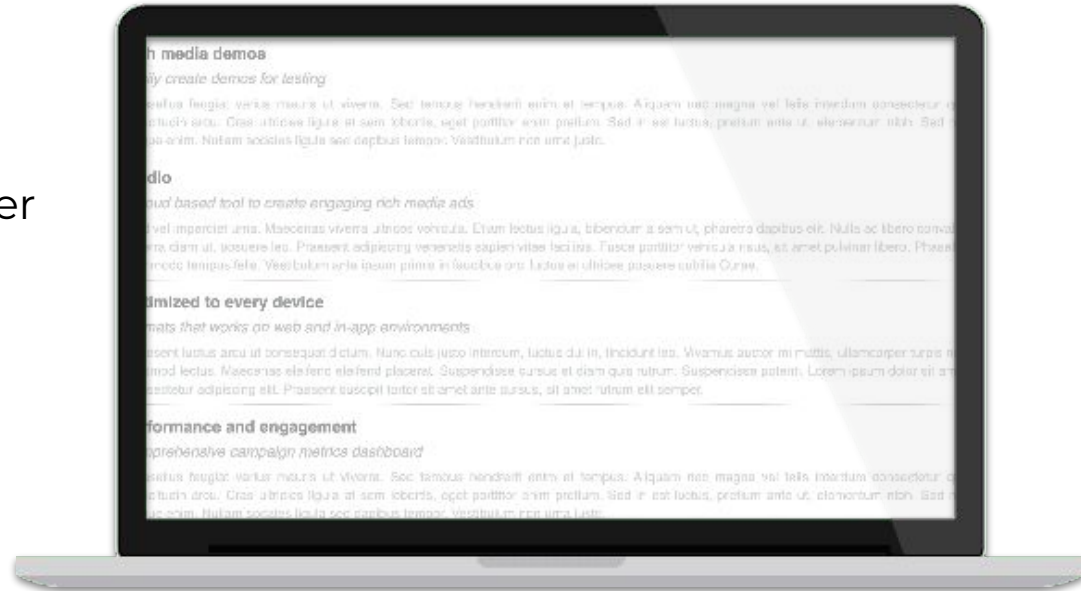
CTR

(Industry Benchmark 1-2%)

4.37%

Interaction Rate

(Industry Benchmark 1.5-2%)



Sojern Results (Aug 1, 2023 - Apr 16, 2024)



9,167

Confirmed Travelers

\$645

Average Spend
per Traveler

For every **\$1** spent on Media,
\$136.14 is spent by visitors!

Confirmed Travelers \times Average
Spend per Traveler =

\$5,912,715

Estimated Economic Impact

\$43,430

Media Spend to Date

Zartico Results from NMB

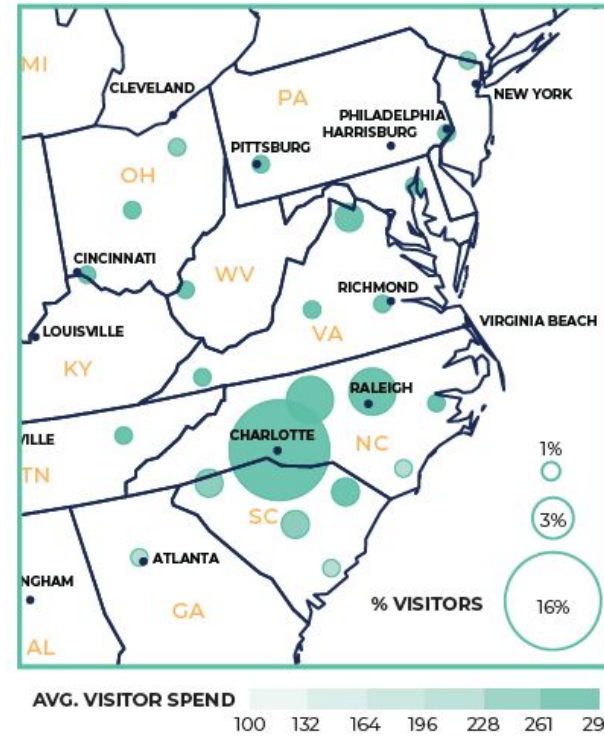
SNAPSHOT OF TYPICAL NORTH MYRTLE BEACH VISITOR

87% are from Out-of-state; this map illustrates their point of origin

49% of Cardholders are age 25 – 54

26% of Cardholders earn more than \$100k

52% of Cardholders have children in their household



Visitor Impact on Local Economy



96%

of money spent on accommodations was paid by visitors



85%

of total spending at attractions with an **average of \$110**



58%

of all restaurant receipts are paid by visitors with an **average of \$113**



14%

of all retail sales are purchases made by visitors with **\$139 average** spend



ZARTICO

Zartico Results from NMB

AVERAGE VISITOR SPEND

Average & Benchmark



Official Visitor Guide

NOR

2

NORTH MYRTLE BEACH
2024 OFFICIAL VISITORS GUIDE



2024 Guide Updated Look and Feel

NORTH MYRTLE BEACH

2024 OFFICIAL VISITORS GUIDE

SEASIDE BLISS

Tranquil Beaches
Coastal Adventures
Local Flavor

BEACHES

BEACH BLISS

Embrace the sand between your toes, the rhythm of the waves, and the warm light of the sun in North Myrtle Beach. Experience moments of tranquility or adventure on our nine miles of pristine beaches.

MEET OUR BEACHES

Green Beach Voted the Best Beach in the Southeast by TripAdvisor, Green Beach is a family-friendly beach with a playground, a dog park, and a picnic shelter. It's also home to the Green Beach Club, a private club for members.

Orange Beach Orange Beach is a beautiful beach with a playground, a dog park, and a picnic shelter. It's also home to the Orange Beach Club, a private club for members.

Crystal Beach Crystal Beach is a beautiful beach with a playground, a dog park, and a picnic shelter. It's also home to the Crystal Beach Club, a private club for members.

Windsor Beach Windsor Beach is a beautiful beach with a playground, a dog park, and a picnic shelter. It's also home to the Windsor Beach Club, a private club for members.

Wendell Beach Wendell Beach is a beautiful beach with a playground, a dog park, and a picnic shelter. It's also home to the Wendell Beach Club, a private club for members.

Wright Beach Wright Beach is a beautiful beach with a playground, a dog park, and a picnic shelter. It's also home to the Wright Beach Club, a private club for members.

Cherry Grove Beach Cherry Grove Beach is a beautiful beach with a playground, a dog park, and a picnic shelter. It's also home to the Cherry Grove Beach Club, a private club for members.

Crescent Beach Crescent Beach is a beautiful beach with a playground, a dog park, and a picnic shelter. It's also home to the Crescent Beach Club, a private club for members.

Windward Beach Windward Beach is a beautiful beach with a playground, a dog park, and a picnic shelter. It's also home to the Windward Beach Club, a private club for members.

PROTECTING THE LOCALS: TURTLE TALK

Sea turtles are a vital part of our coastal ecosystem. To help protect them, please follow these guidelines:

- Do not touch or feed any sea turtles.
- Do not approach or follow a sea turtle.
- Do not use sunscreen that contains oxybenzone or octinoxate.
- Do not use beach toys or equipment near a sea turtle.
- Do not litter.

For more information, visit www.floridasea.com.

PROTECTING THE COAST: BEACH GUIDELINES

To ensure a great beach experience for generations to come, please follow these guidelines:

- Do not litter.
- Do not use beach toys or equipment near the water.
- Do not use sunscreen that contains oxybenzone or octinoxate.
- Do not use beach towels or blankets on the sand.
- Do not use beach chairs or umbrellas on the sand.
- Do not use beach toys or equipment near the water.
- Do not use beach toys or equipment near the water.

For more information, visit www.explorenorthmyrtlebeach.com.

ExploreNorthMyrtleBeach.com/things-to-do/beaches

TRAVEL ESSENTIALS

VISITOR INFORMATION CENTERS

Visit our Visitor Information Centers for maps, brochures, and more information about North Myrtle Beach. Locations include:

- Windy Hill
- Crescent Beach
- Cherry Grove

BEACH PARKING TIPS

Visit during off-peak hours to avoid parking issues. Use designated parking areas and avoid parking on the beach.

RECHARGING STATIONS

Charge up your devices before heading to the beach. Public charging stations are available at various locations throughout the beach.

ACCESSIBLE TRAVEL

North Myrtle Beach is committed to providing an accessible travel experience for all visitors. Services include:

- Wheelchair accessible beaches and boardwalks.
- Accessible restrooms and public facilities.
- Accessible parking spaces.

ExploreNorthMyrtleBeach.com/plan

NORTH MYRTLE BEACH HOME OF THE SHAG

AN INTRO TO THE SHAG

North Myrtle Beach is known as the "Home of the Shag" for its rich history and vibrant dance scene. The Shag is a unique dance style that originated in the 1950s and has since become a beloved pastime for visitors and locals alike.

COMPETITIONS & EVENTS

North Myrtle Beach hosts several Shag competitions and events throughout the year, including the North Myrtle Beach Shag Festival and the Shag Dance Competition. These events provide a platform for dancers to showcase their skills and compete for prizes.

SHAG LESSONS & NIGHTLY DANCE SPOTS

For those looking to learn the Shag or enjoy a night of dancing, there are several lessons and dance spots available. The Carolina Shag and the Shag are popular choices for both beginners and experienced dancers.

Photo credit: © [Name]

2024 Visitor Guide Facts



Explore North Myrtle Beach Sponsored · X ·

Discover blissful experiences and uncover hidden gems in North Myrtle Beach. Order your FREE 2024 Visitors Guide today!



ORDER YOUR FREE 2024 OFFICIAL VISITORS GUIDE TODAY!

explore northmyrtlebeach.com
Order Your Free 2024 Visitors Guide [Order now](#)

2.7K 104 comments 218 shares

2024 Visitor Guide Conversion Ad resulted in **8,196 OVG orders** at a cost per guide order of **\$0.70**.

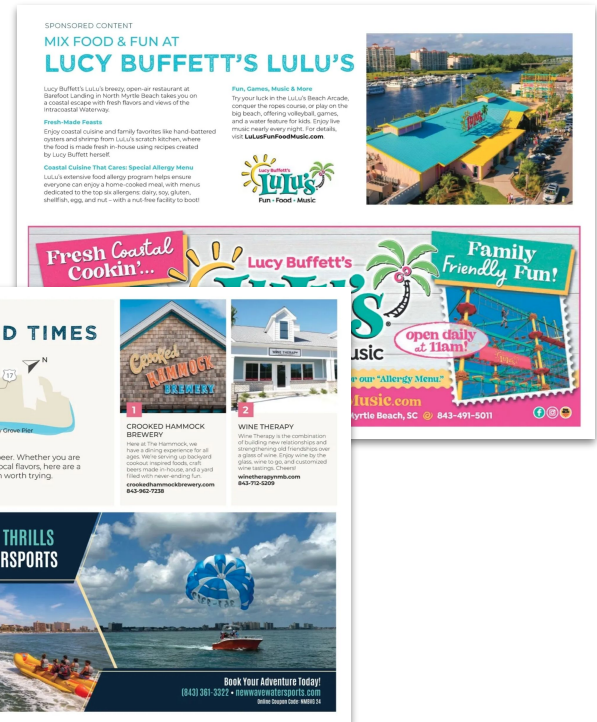
This is extremely efficient as the average cost per guide order is closer to \$5!

The OVG Ad had a **5.93% engagement rate**, well above the 2% industry average and **2.41% CTR**, above the 0.90% industry average.

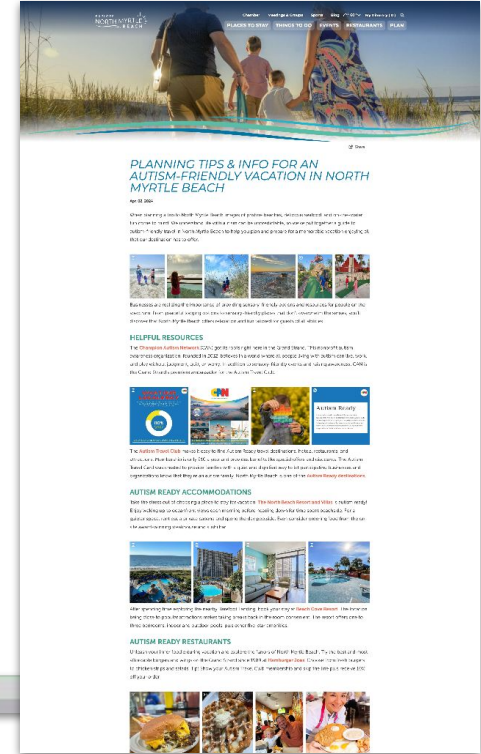
2025 OVG Advertising Opportunities

Early Bird Discount through June 1, 2024!

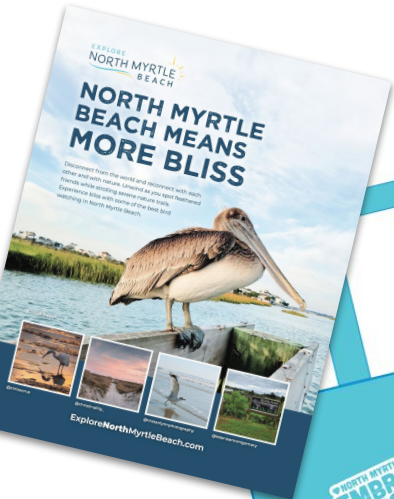
- Front & Back Cover Opportunities, Spread, Full page, Half page, Quarter page
- 12 Co-op advertising opportunities spotlight businesses affordably and effectively.
- Full page & Half page Advertorials (enhance your ad with content)
- Extended reach through the digital version of the guide available on exploreNorthMyrtleBeach.com and social channels.



Accessibility



Sustainability



♥ NORTH MYRTLE BEACH
EMBRACE REUSABLES

♥
BYO BAG
 ♥ NORTH MYRTLE BEACH



Starting July 1, join North Myrtle Beach in saying goodbye to single-use plastic bags

♥ NORTH MYRTLE BEACH
EMBRACE REUSABLES

BYO BAG
 ♥ NORTH MYRTLE BEACH

Hospitality Training



Customer Service

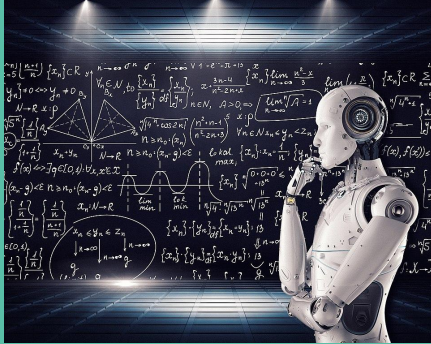
OR



Destination
Awareness/Training

Looking Ahead

- AI in Travel
- 2024 Election Impacts
- The Cookie Depreciation



THANK YOU

EXPLORE
NORTH MYRTLE
BEACH

DESTINATION
NMB

EXPLORE NORTH MYRTLE BEACH