



The Economic Impact of Destination North Myrtle Beach's Digital Advertising Campaigns

Adara: The World's Travel & Entertainment Data Consortium



300+ Major Brands

including airlines, hotels, ota's, meta's, real estate, ticketing, dining, etc.



2.1B Global Profiles

connected to real-time digital actions



Privacy-First Identity Graph

linking identities using future-proof technology



Real-Time Behaviors

to activate and enrich your marketing

The Analytics Challenge for Destinations

It's a critical time for tourism, and there's a hyper-focus on **economic growth**.

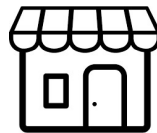
The challenge is to prove your **marketing campaigns** are **driving spend**.



There is a Way



Visa, Mastercard
& Discover



In-Store, Online
& In-App Purchases



Credit, Debit
& Private Label Cards

Campaign Measurement Report

In-depth analysis for different segmented travelers across these metrics:

- Amount of total credit card spend
- Number of travelers
- Number of transactions
- Average spend per traveler
- Average spend per transaction

The spend data is broken out and applied to the following:

- Up to 31 merchant categories
- Campaigns
- Top Origin Markets
- Traveler Profiles
 - Age
 - Income Levels

Points to Consider

- Measured Destination North Myrtle Beach's **digital marketing campaigns** between July 2022-June 2023 (allows for a 60-day attribution window)
- Spending done **in destination**, so credit cards must be swiped in the city for purchases to be counted
- **Excluded those living within 50 miles** of North Myrtle Beach to exclude local spend
- Methodology and Match Rates (a Simple Look):
 - Adara receives a file of the identities reached by the campaign Miles implements for North Myrtle Beach
 - Adara sends the file to Commerce Signals to match the identities we can see with their data
 - That matched audience is processed for their credit card spend in North Myrtle Beach
 - Adara produces the final report that shows the spending that audience has produced in market



Overall Results

Total Spend
\$170,384,514.26



Total Travelers
802,453



Total # of Transactions
2,713,252



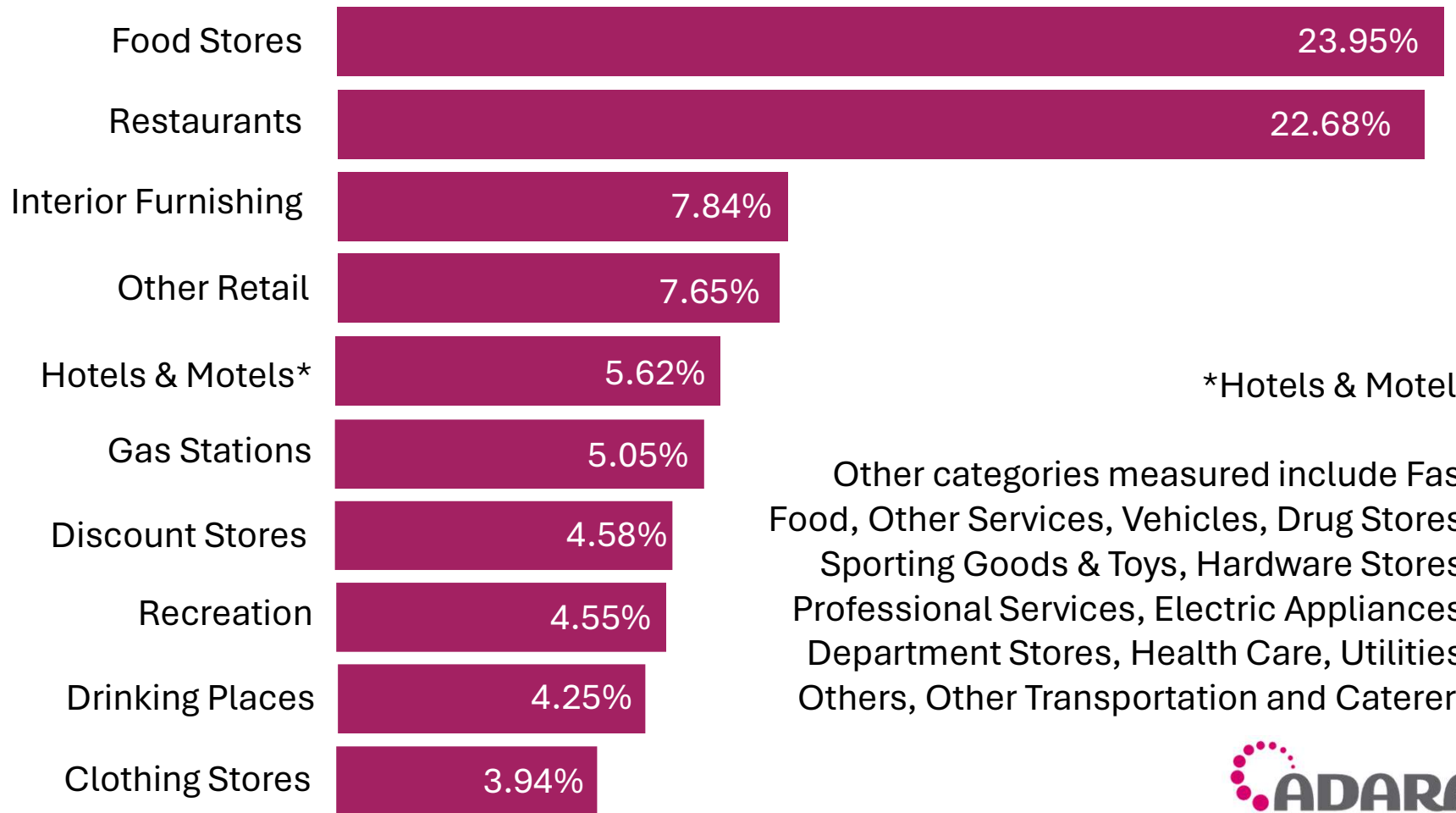
Average Spend Per Traveler
\$211.57



Average Spend Per Transaction
\$62.58

July-Dec 22: \$62 million
Jan-Aug 23: 108 million

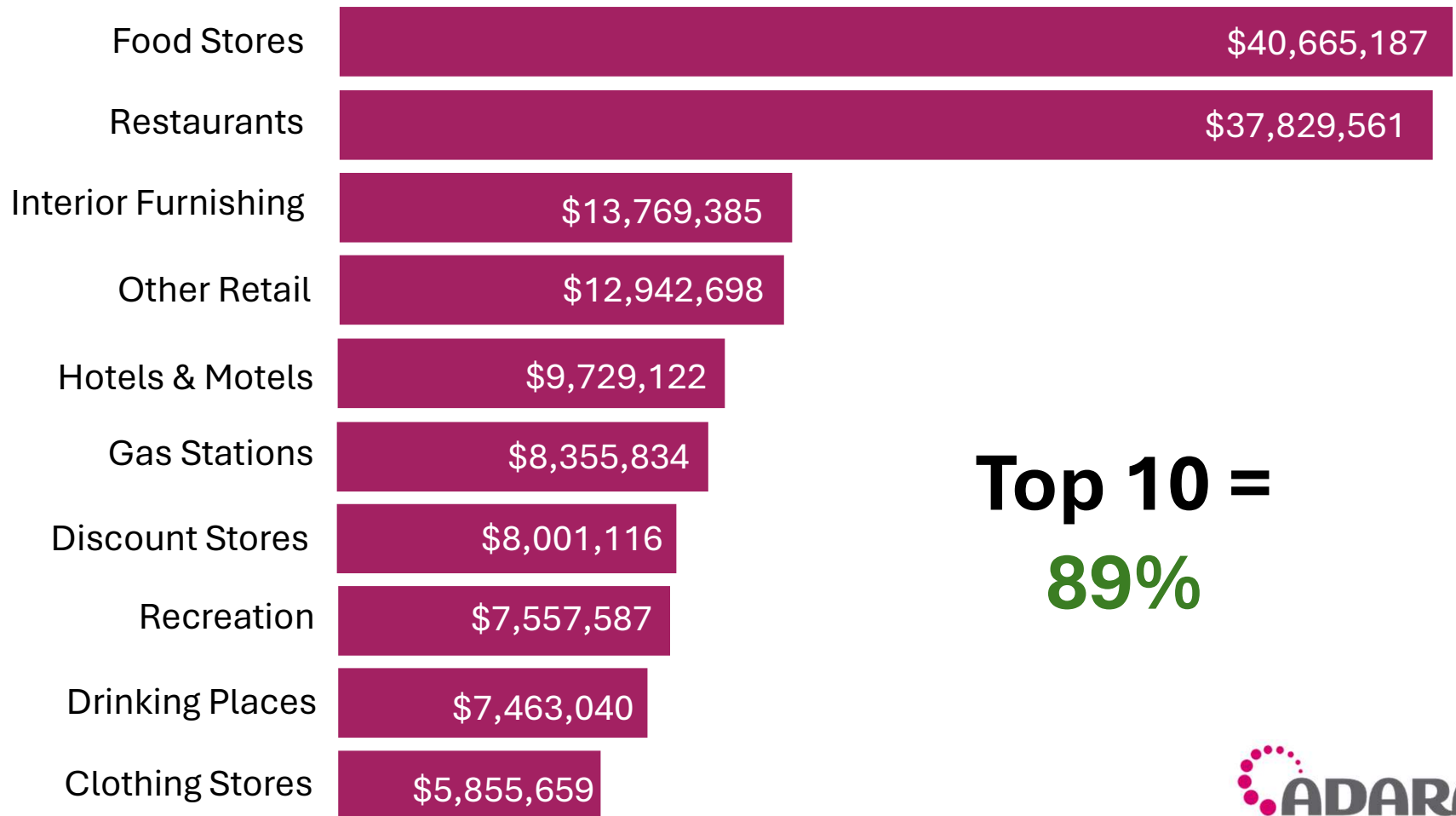
Top 10 Merchant Categories by Percentage of Total Spend



*Hotels & Motels

Other categories measured include Fast Food, Other Services, Vehicles, Drug Stores, Sporting Goods & Toys, Hardware Stores, Professional Services, Electric Appliances, Department Stores, Health Care, Utilities, Others, Other Transportation and Caterers

Top 10 Merchant Categories by Total Spend

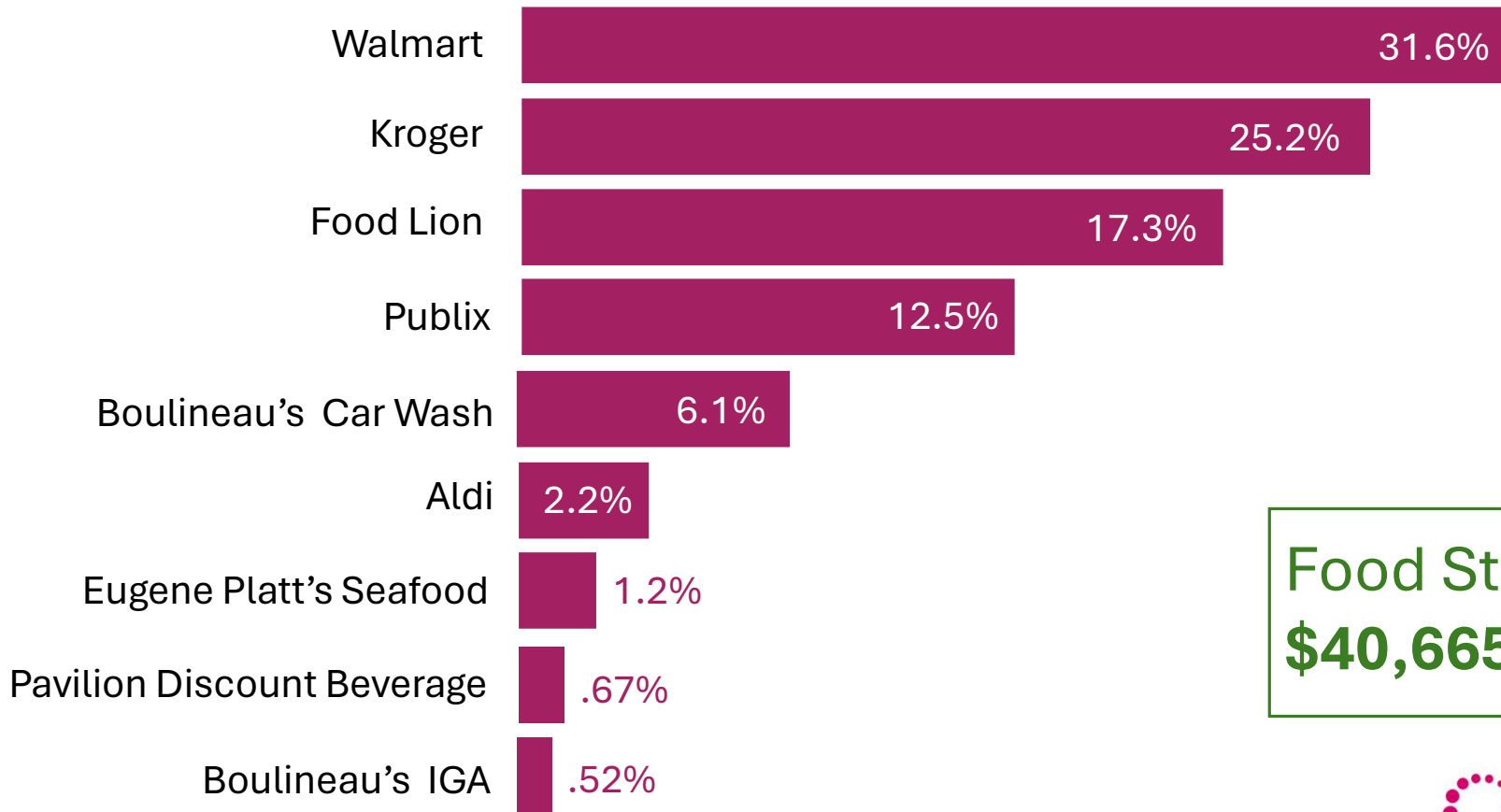


**Top 10 =
89%**



Spend by Merchant Category

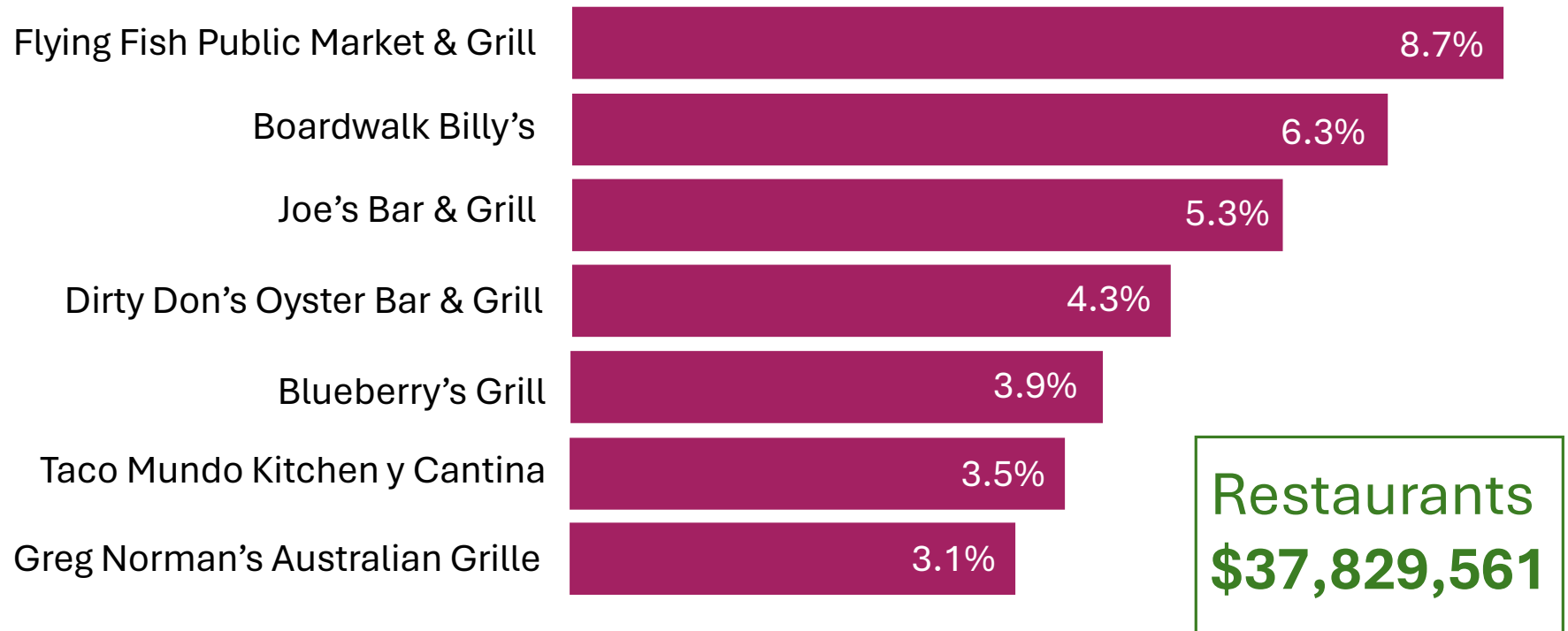
Category: Food Stores



Food Stores
\$40,665,187

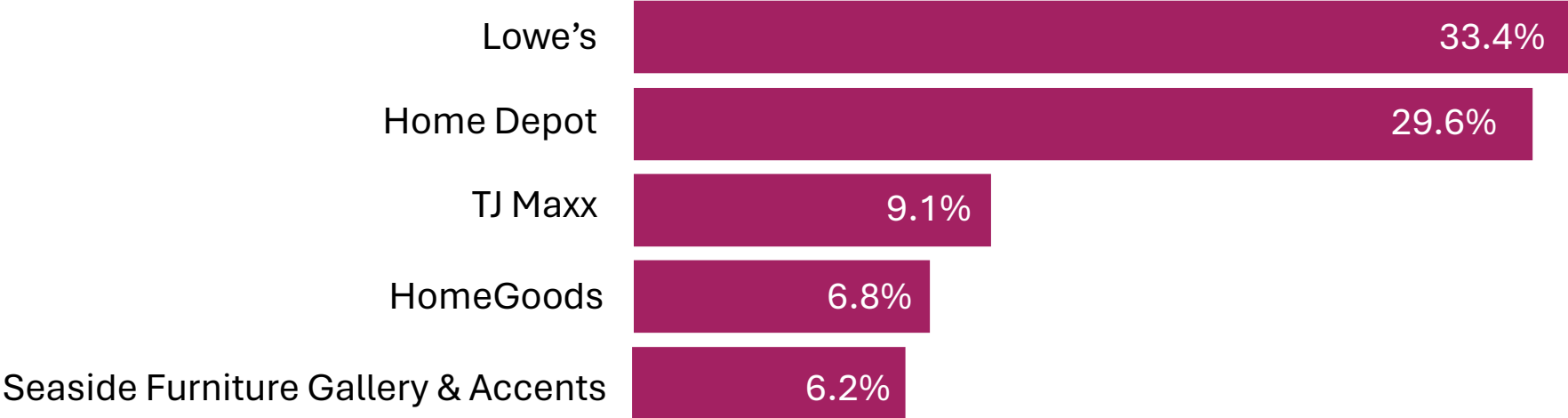
Other businesses: Mini Mart, Barefoot Landing

Category: Restaurants



Other businesses: Longhorn Steakhouse, The Shack, AMPD Myrtle, Rockefeller's Raw Bar, Umberto's

Category: Interior Furnishing

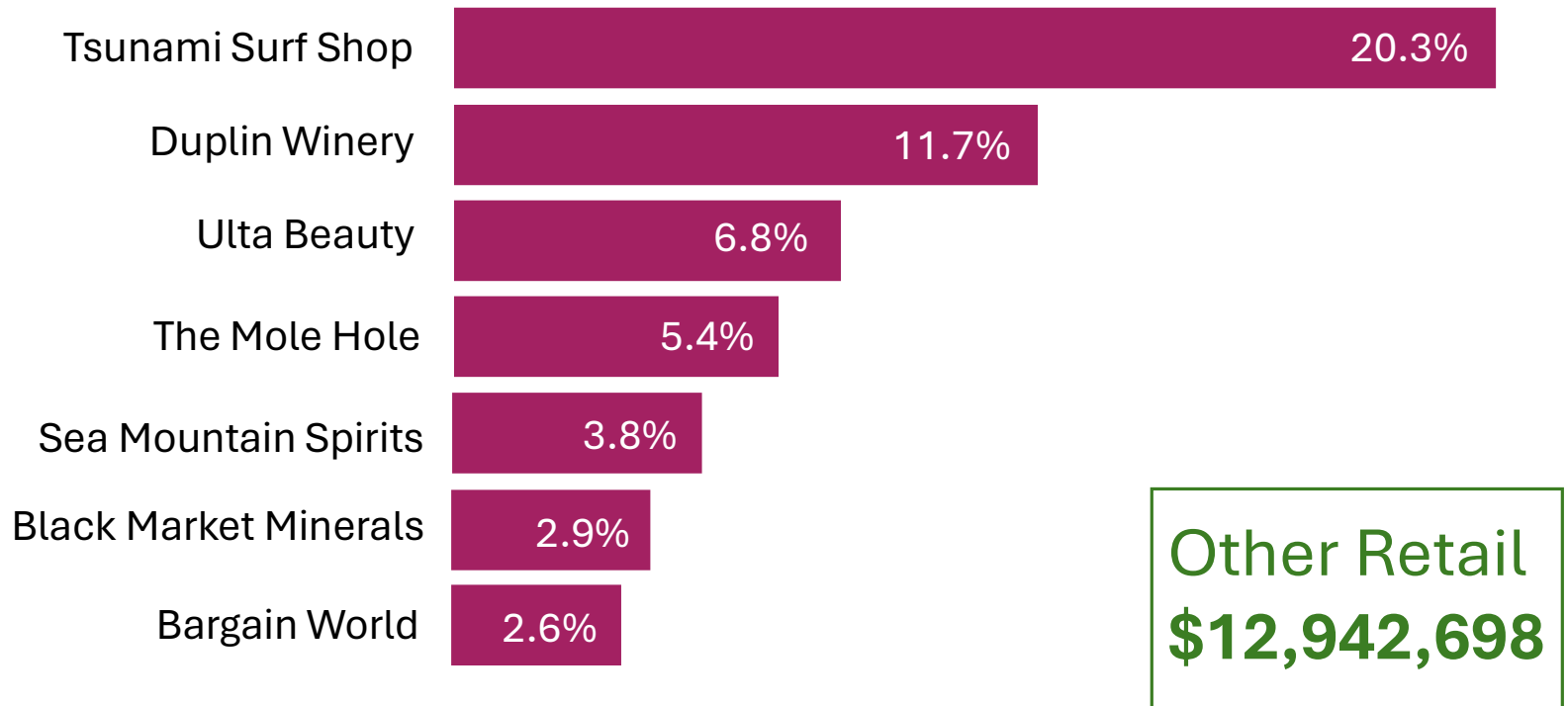


Interior Furnishing
\$13,769,385

Other businesses: BJ's Furniture Store, Coastal Collections, Beach House Furniture

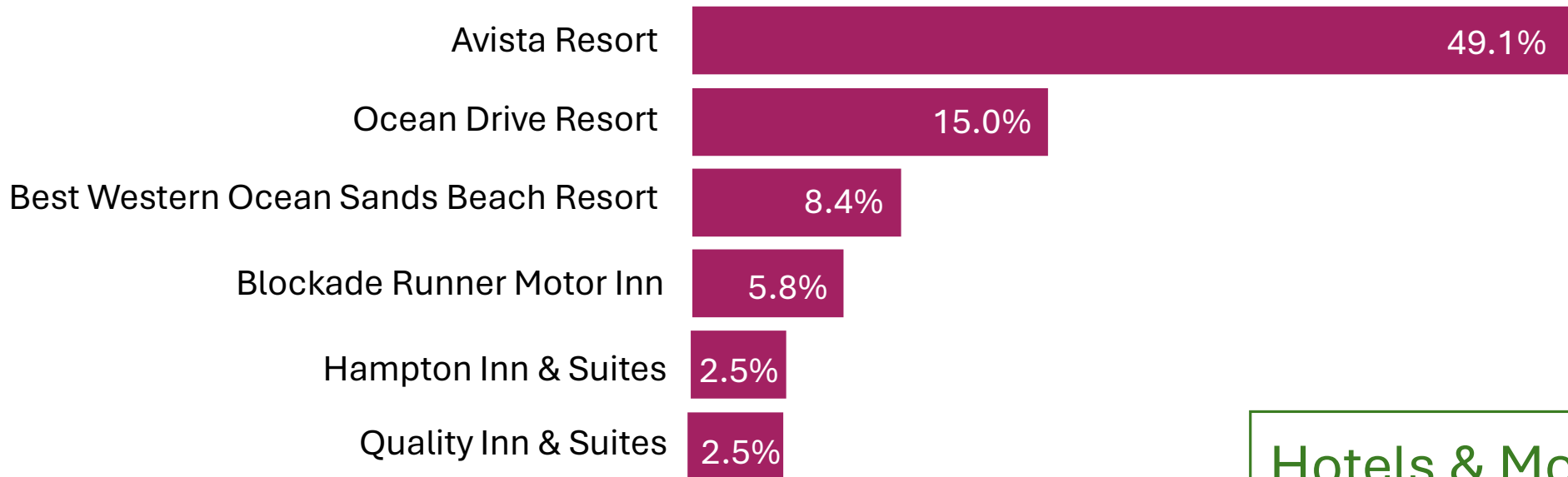


Category: Other Retail



Other businesses: Petsmart, Nick's Cigar World, Kings at the Beach, Tobacco Market, Tuesday Morning

Category: Hotels & Motels

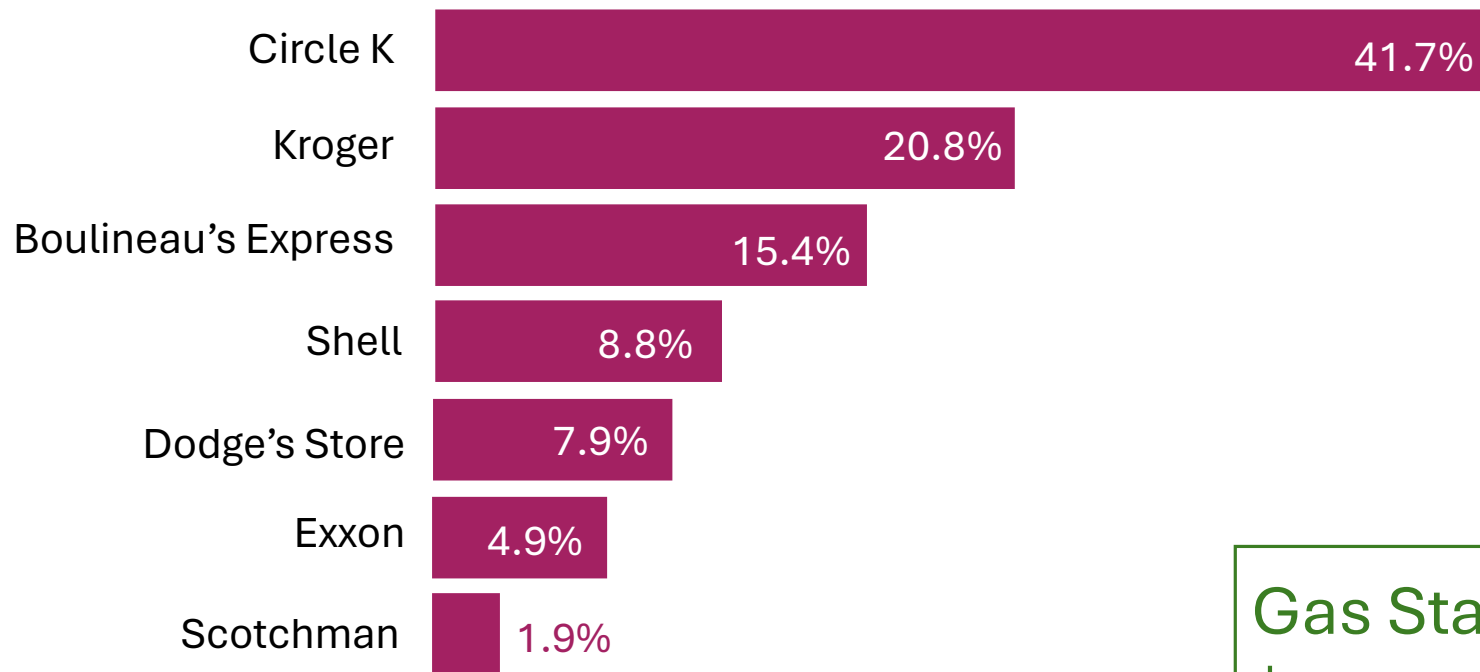


Hotels & Motels
\$9,729,122

Other businesses: Tilghman Beach Utilities, Grand Strand Golf, Wyndham Hotel, La Quinta Motor Inns



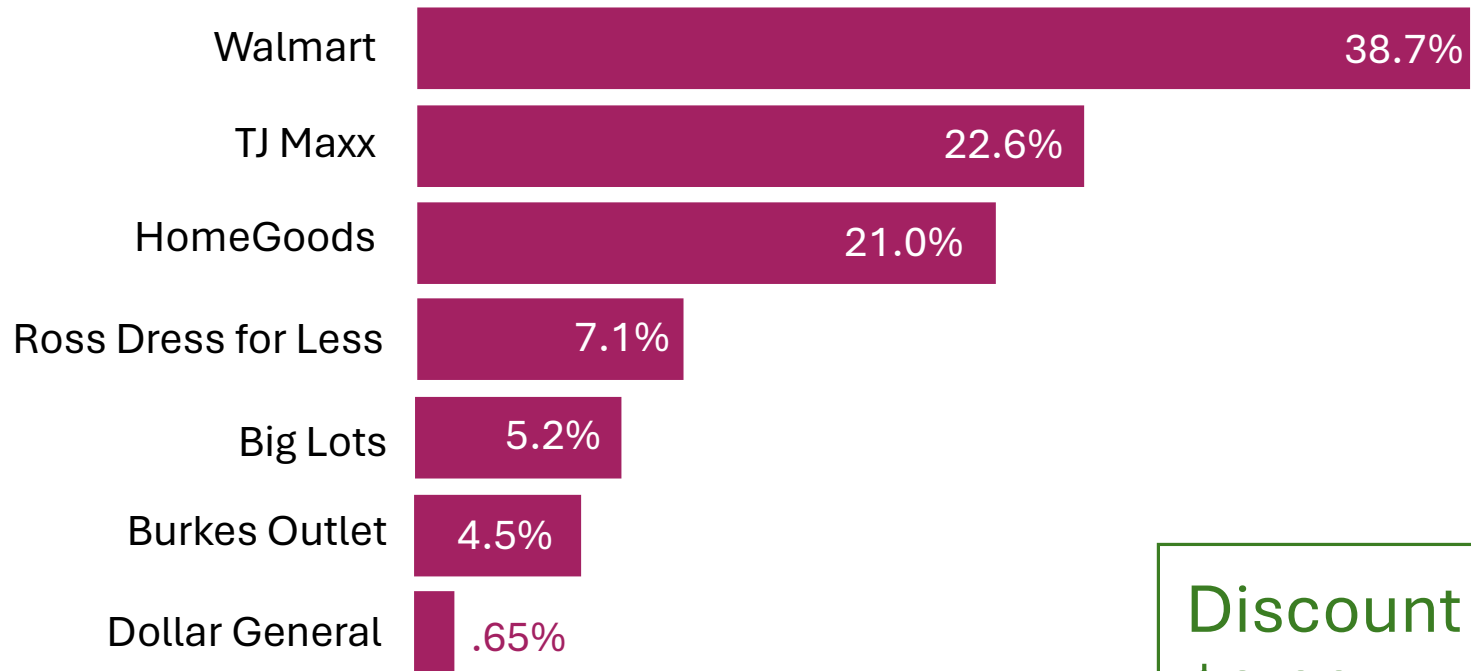
Category: Gas Stations



Gas Stations
\$8,355,834

Other businesses: Walmart

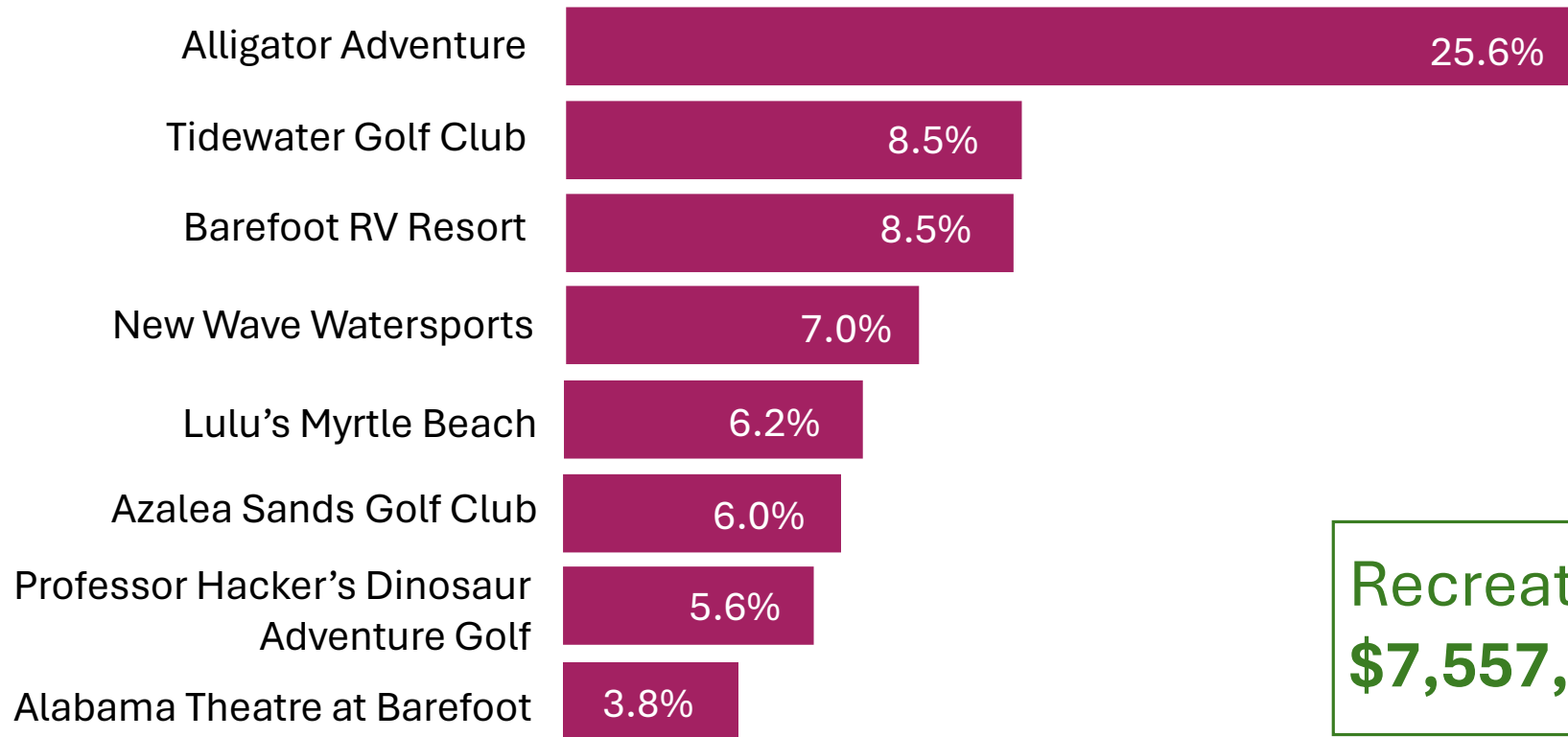
Category: Discount Stores



Discount Stores
\$8,001,116

Other businesses: Bargain World

Category: Recreation

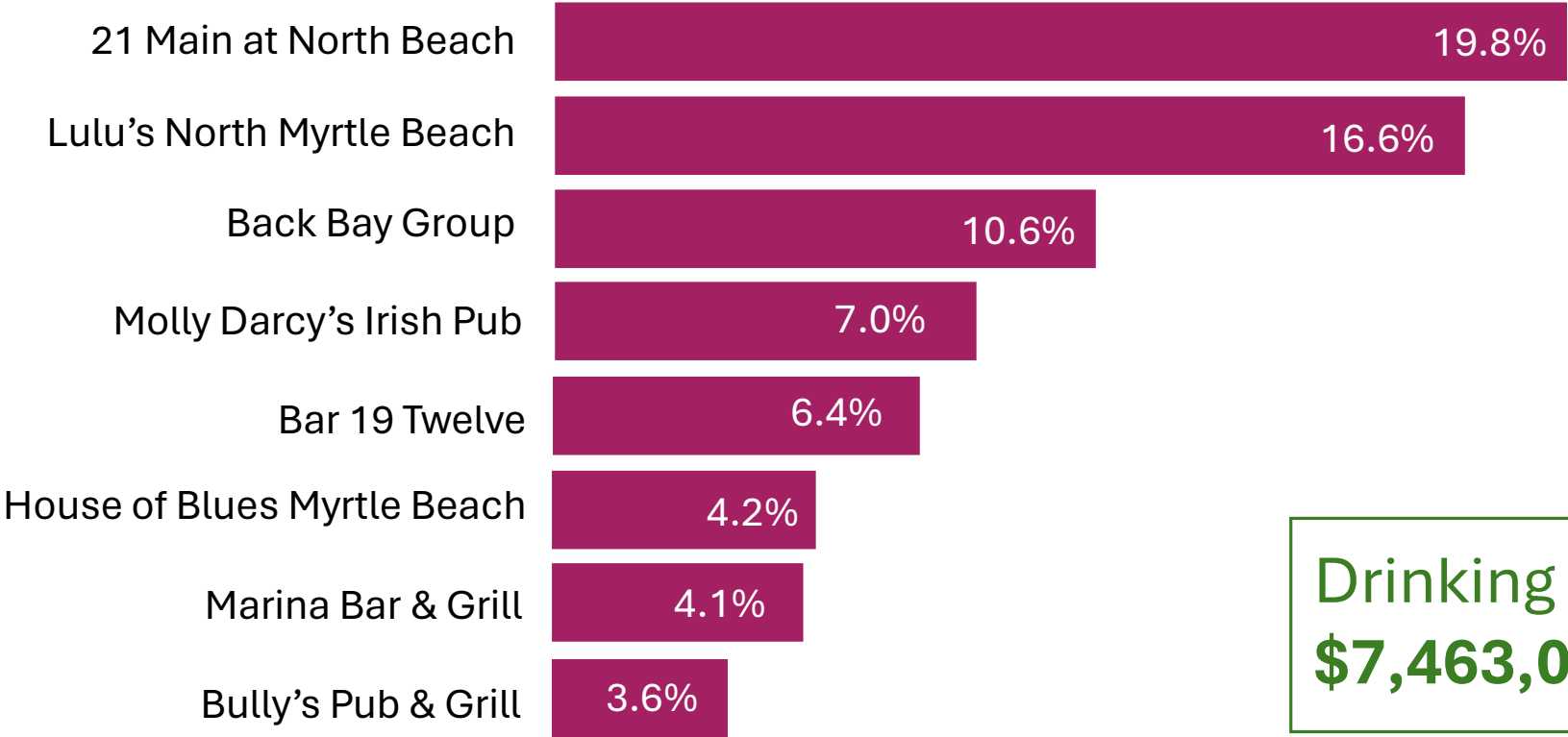


Recreation
\$7,557,587

Other businesses: Hawaiian Rumble Golf, Black Pearl Mini Golf, Molten Mountain Mineature Golf



Category: Drinking Places

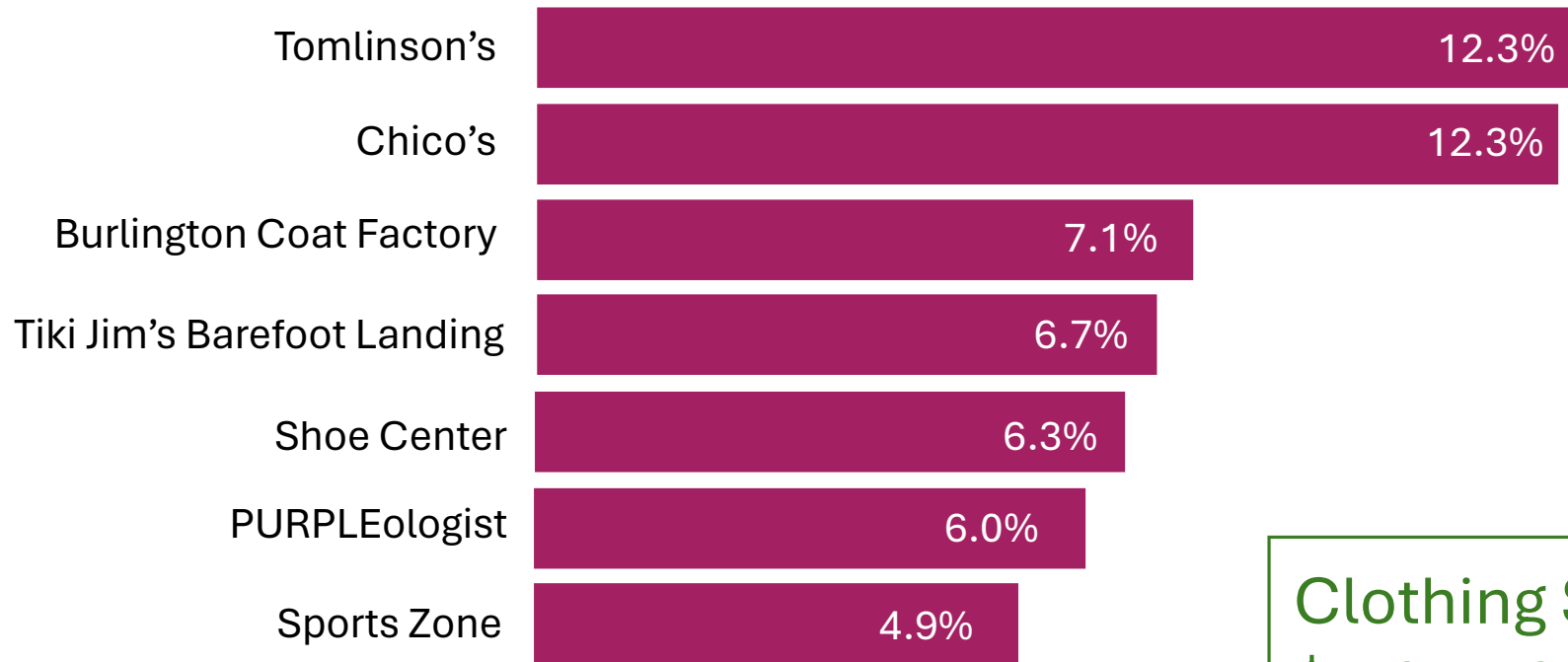


Drinking Places
\$7,463,040

Other businesses: OD Arcade and Lounge, Coconuts Tiki Bar and Grill, Wine Therapy



Category: Clothing Stores



Clothing Stores
\$5,855,659

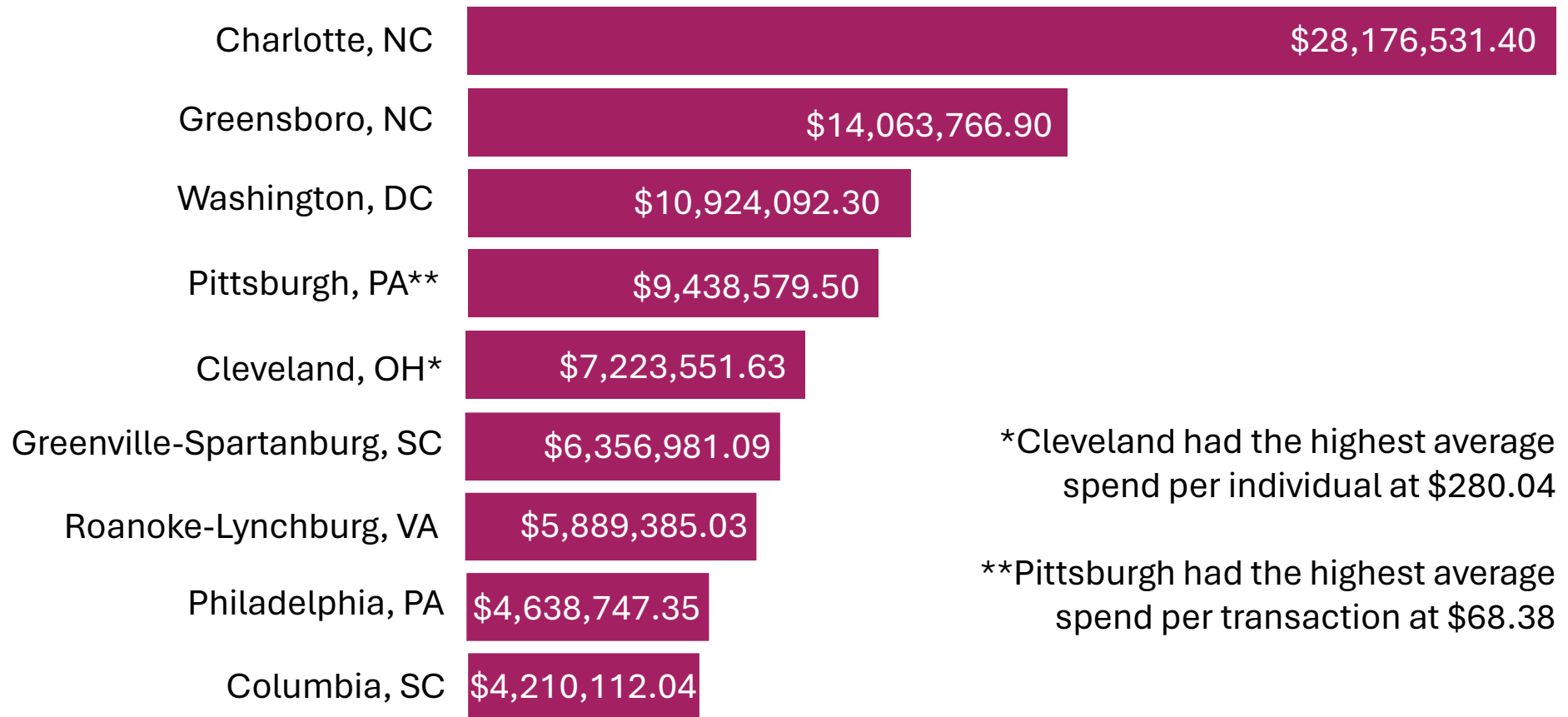
Other businesses: Bargain World, Beach Designs Clothing, Monkee's of Myrtle Beach



Top Origin Markets



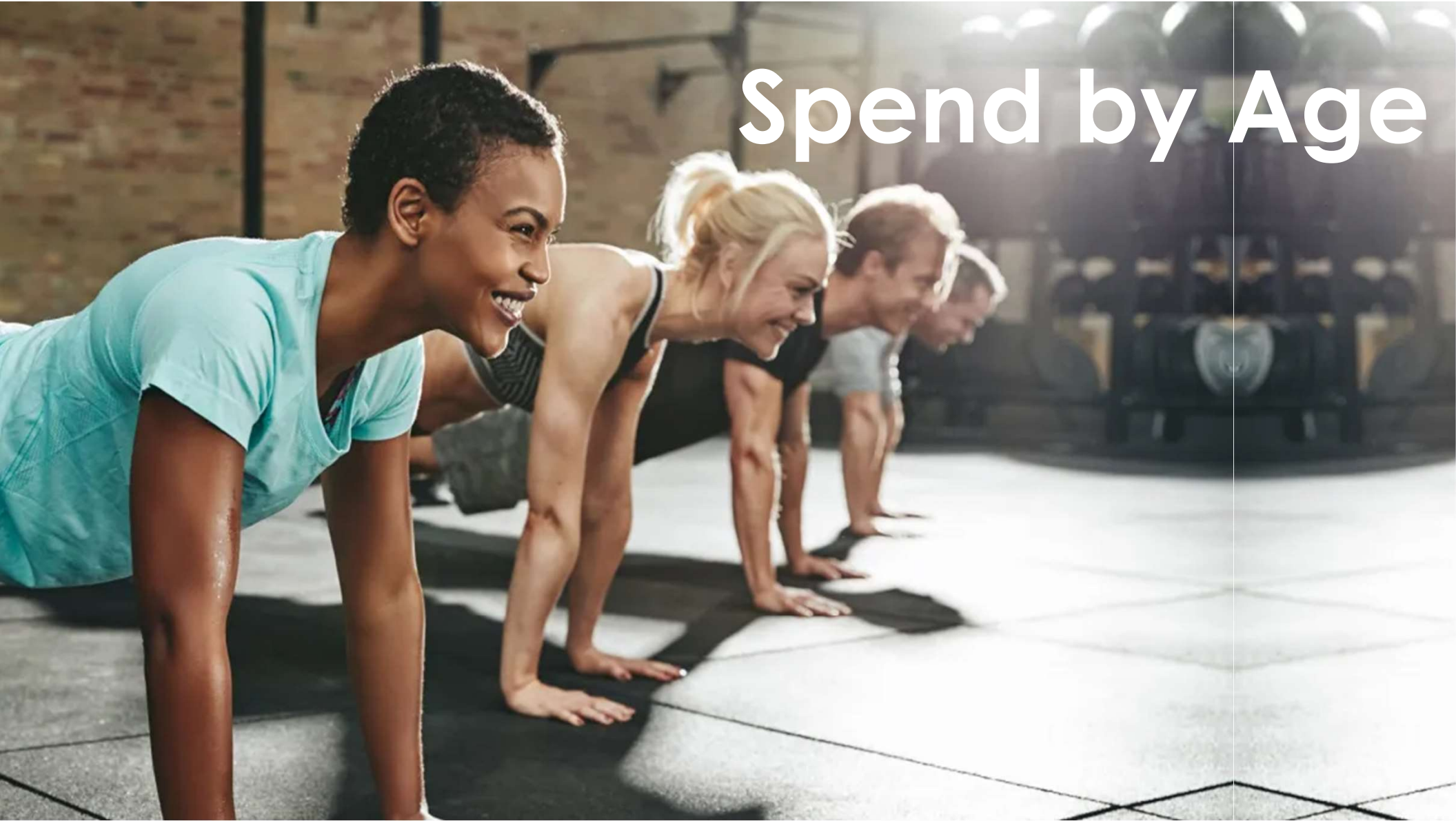
Results: Top Origin Markets



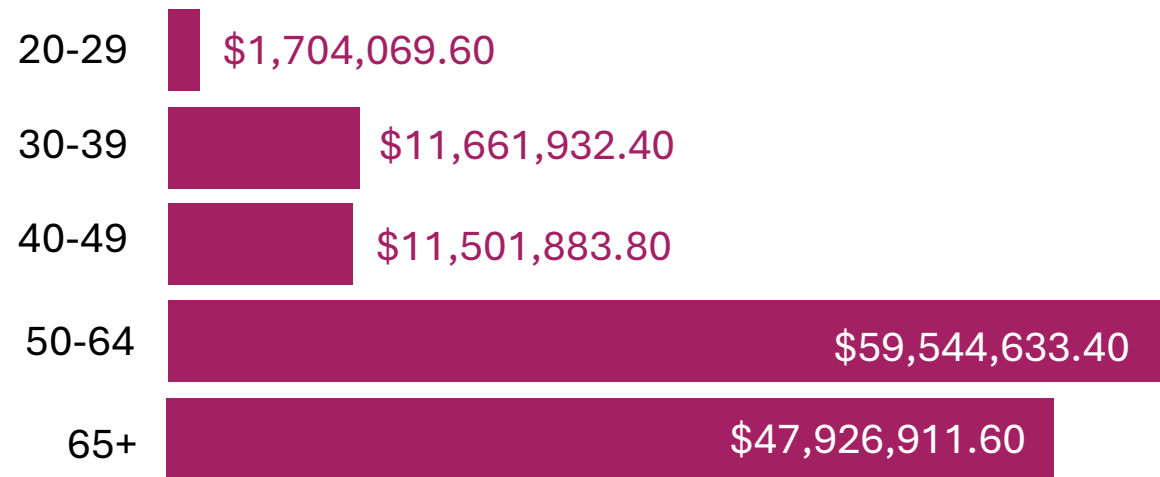
*Cleveland had the highest average spend per individual at \$280.04

**Pittsburgh had the highest average spend per transaction at \$68.38

Spend by Age



Results: Spend by Segments - Age



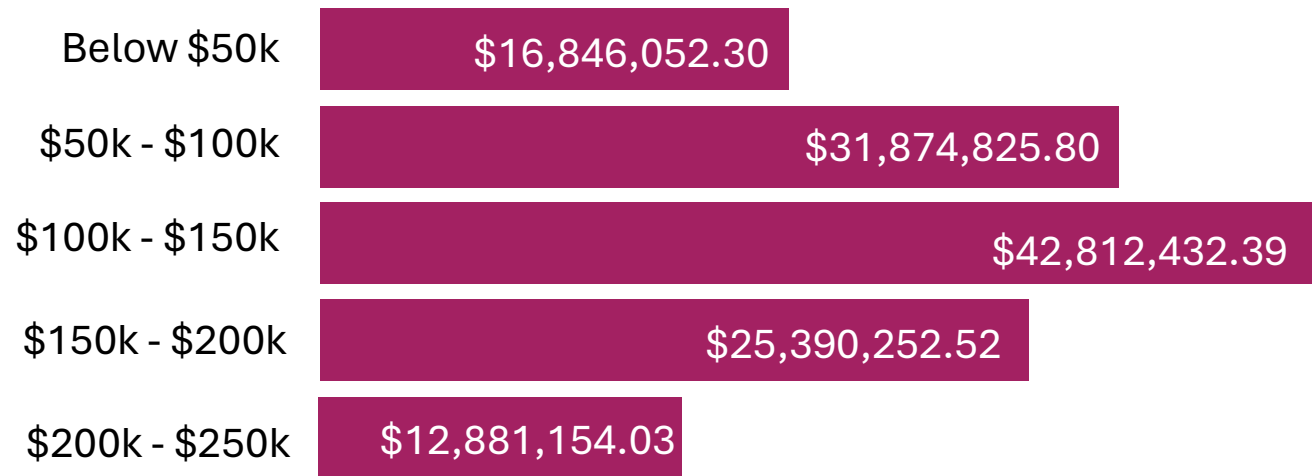
*65+ had the highest average spend per individual at \$240.05

**50-64 had the highest average spend per transaction at \$67.14

A close-up photograph of a person's hands holding a stack of US dollar bills. The person is wearing a grey, textured sweater. The bills are fanned out, showing the top of several bills, including a prominent \$100 bill. The background is a plain, light-colored wall. The text "Spend by Income" is overlaid in white on the right side of the image.

Spend by Income

Results: Spend by Segments - Income



**\$200k-\$250k group had the highest average spend per individual at \$235.34
and the highest average spend per transaction at \$68.08

Top Line

- **\$170,384,514.26** total spending generated from Destination North Myrtle Beach's digital campaigns!
- **Restaurants** and **Food Stores** were the top categories of on-site spending, accounting for **46.07% of total spending**.
- **Charlotte, NC was the top origin market**, generating twice the spend of the second-place market of Greensboro, NC. Charlotte accounted for 16.53% of total spending.
- **50-64 year olds spent the most** of any age cohort, and accounted for 34.94% of the total spending.
- **\$100k-\$150k household income group spent the most** of any age cohort, and accounted for 14.9% of the total spending.
- Working on the current year's spending report, with the first-half report coming soon. This year, we'll be breaking individual campaigns down this year to understand what vendors and strategies work best.



Thank you!

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