

NORTH MYRTLE BEACH
Marketing
OUTLOOK
SUMMIT 2026



Erin Graham
Destination North Myrtle Beach



Lauryn Peterson
Miles Partnership

Destination North Myrtle Beach



Cheryl Y. Kilday, CDME

President & CEO



Erin Graham

Marketing Director



Leslie Wallace

*Advocacy & Business
Development Director*



Pierce Edge

*Digital Communications
& CRM Manager*



Tim Underwood

*Business Development
Manager*



Elena King Burns

*Business Development
Manager*



Tiffany Roberts

*Office
Administrator*



Charlene Lynam

*Visitor Services
Coordinator*

Partnerships





Turning up
the volume
on NMB
Marketing!

The Vibe Check



DESTINATION NORTH MYRTLE BEACH

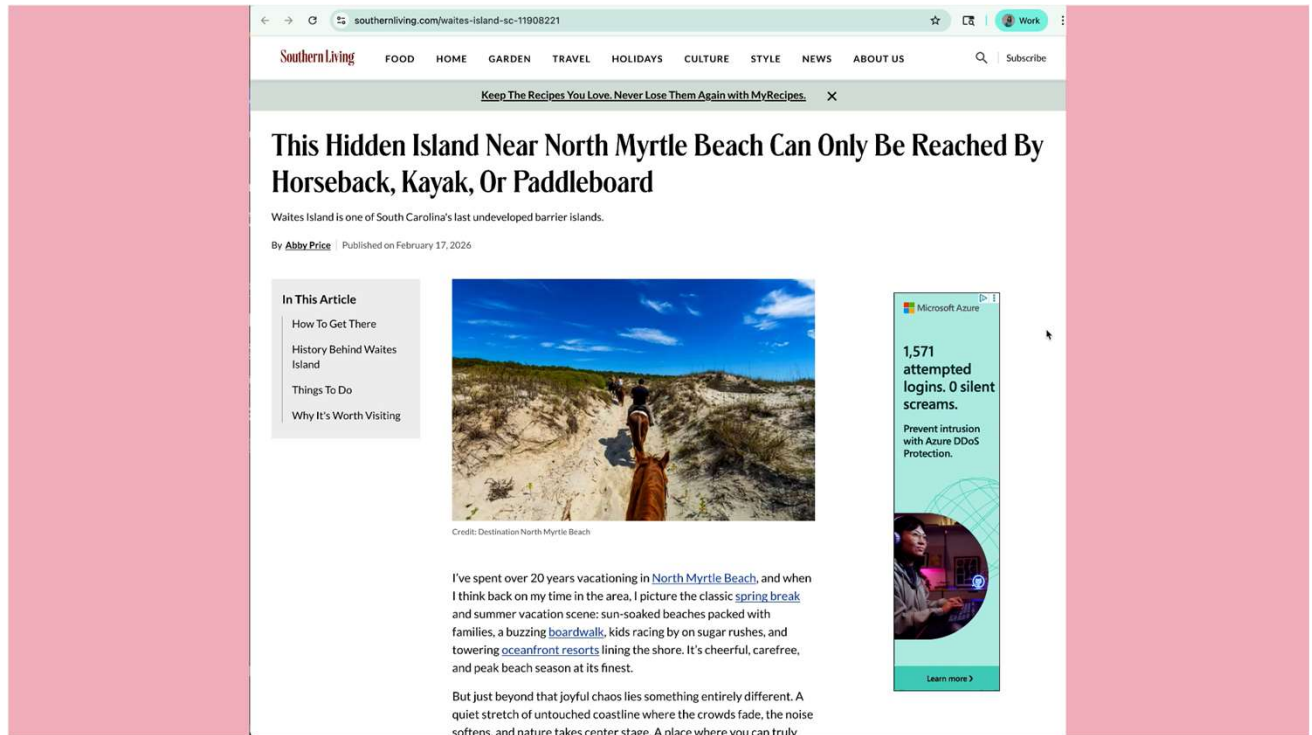


Current PR Efforts to Date

173
Mentions

1.46B
Reach

\$13.5M+
Publicity Value

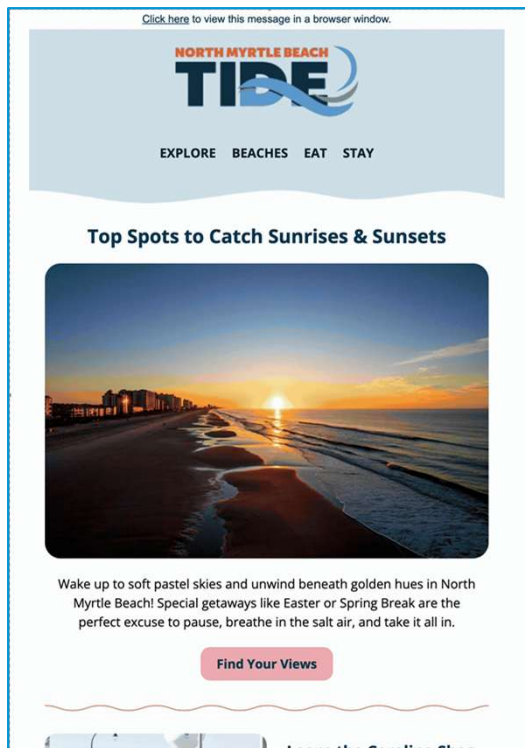


DESTINATION NORTH MYRTLE BEACH

EXPLORE
NORTH MYRTLE
BEACH

DESTINATION
NMB

Direct Marketing



Delivery Rate

99%

Open Rate

31.5%

31% is Industry Average

Click to Open Rate

8.84%

4.4% is Industry Average

Engagement & Read Time



Read (8s+)

66.7%



Skim read (2-8s)

16.1%



Glanced (<2s)

17.2%

DESTINATION NORTH MYRTLE BEACH

EXPLORE
NORTH MYRTLE
BEACH

DESTINATION
NMB

Website & SEO

(July 2025 - March 2026)

1,784,756

Pageviews

1,121,260

Sessions

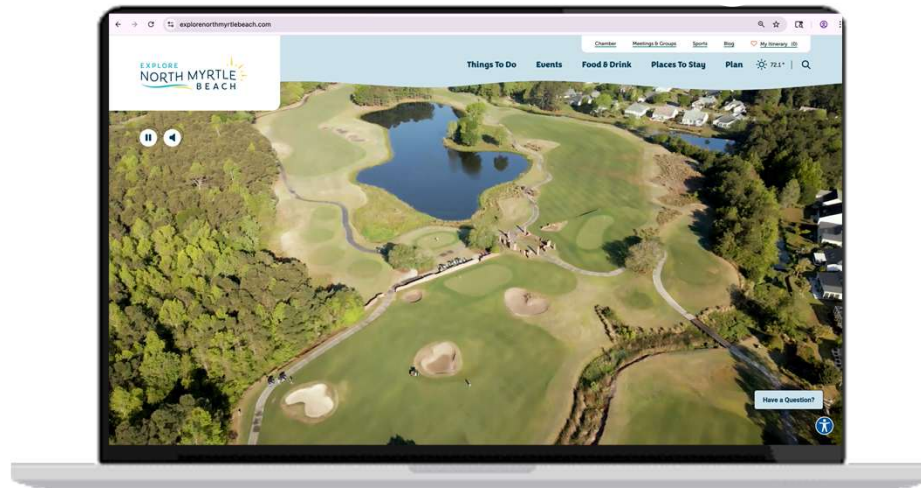
39.71%

Engagement Rate

???



Avg. Engagement Time



A:

1:19

B:

1:24

C:

1:36

DESTINATION NORTH MYRTLE BEACH



Zartico Research

Visitor Profile Trends



% Out-of-State
Visitors

87%



% of all Spending
from Visitors

56%



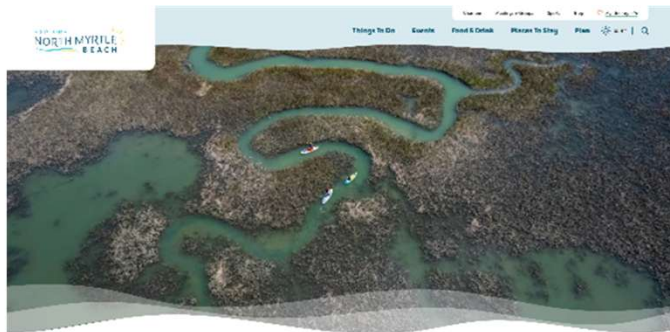
% of Visitor Spend
towards Local Businesses

38%

DESTINATION NORTH MYRTLE BEACH



Tourism Economics Research



North Myrtle Beach Tide Chart

Whether you are planning to surf, fish, or take a stroll, the tide chart is an essential tool for your visit. The tide chart is updated daily and is available on the website. The tide chart is updated daily and is available on the website. The tide chart is updated daily and is available on the website.



Date	High	Low	High	Low	High
Monday, 10/1/2018	6:48 AM	2:48 PM	6:48 AM	2:48 PM	6:48 AM
Tuesday, 10/2/2018	6:50 AM	2:50 PM	6:50 AM	2:50 PM	6:50 AM
Wednesday, 10/3/2018	6:52 AM	2:52 PM	6:52 AM	2:52 PM	6:52 AM
Thursday, 10/4/2018	6:54 AM	2:54 PM	6:54 AM	2:54 PM	6:54 AM
Friday, 10/5/2018	6:56 AM	2:56 PM	6:56 AM	2:56 PM	6:56 AM
Saturday, 10/6/2018	6:58 AM	2:58 PM	6:58 AM	2:58 PM	6:58 AM
Sunday, 10/7/2018	7:00 AM	3:00 PM	7:00 AM	3:00 PM	7:00 AM
Monday, 10/8/2018	7:02 AM	3:02 PM	7:02 AM	3:02 PM	7:02 AM
Tuesday, 10/9/2018	7:04 AM	3:04 PM	7:04 AM	3:04 PM	7:04 AM
Wednesday, 10/10/2018	7:06 AM	3:06 PM	7:06 AM	3:06 PM	7:06 AM
Thursday, 10/11/2018	7:08 AM	3:08 PM	7:08 AM	3:08 PM	7:08 AM
Friday, 10/12/2018	7:10 AM	3:10 PM	7:10 AM	3:10 PM	7:10 AM
Saturday, 10/13/2018	7:12 AM	3:12 PM	7:12 AM	3:12 PM	7:12 AM
Sunday, 10/14/2018	7:14 AM	3:14 PM	7:14 AM	3:14 PM	7:14 AM

Content That Drives Action TOP CONVERSION PAGES

Tide Charts

Events

Events this Weekend

Things to Do

Homepage

Music on Main

DESTINATION NORTH MYRTLE BEACH



Paid Media

(July 2024 - March 2025)

2025 YTD:

80M+ Total Impressions

656K+ Total Clicks

A:

682K+

B:

703K+

2026 YTD:

87.5M+ Total Impressions

??? Total Clicks

C:

749K+

DESTINATION NORTH MYRTLE BEACH



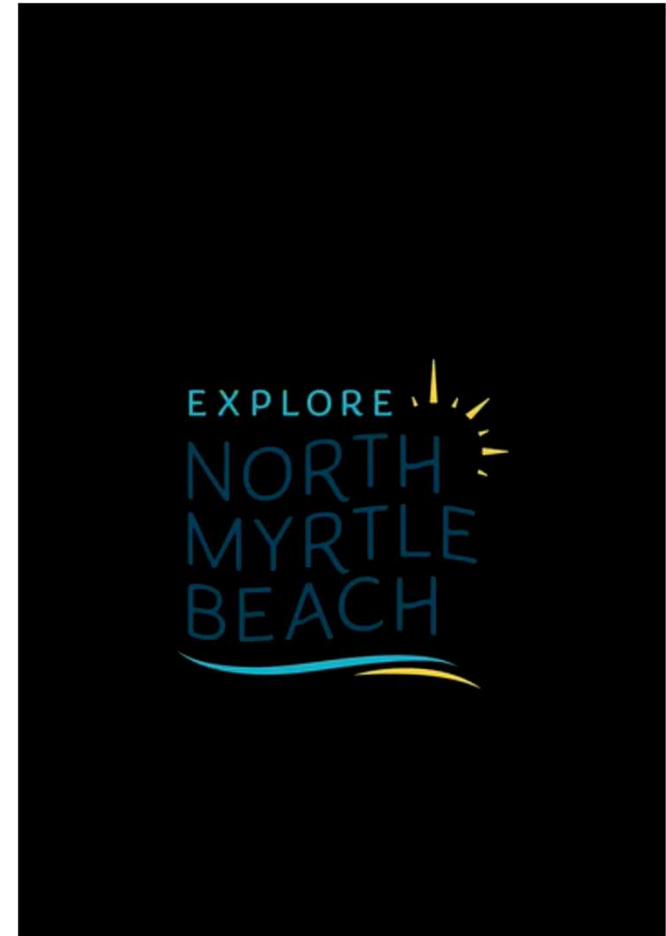
An aerial photograph of North Myrtle Beach, South Carolina, showing the coastline, beach, and surrounding urban area. The image is overlaid with a semi-transparent teal color. The title text is centered over the image.

What Actually Moved the Needle

DESTINATION NORTH MYRTLE BEACH



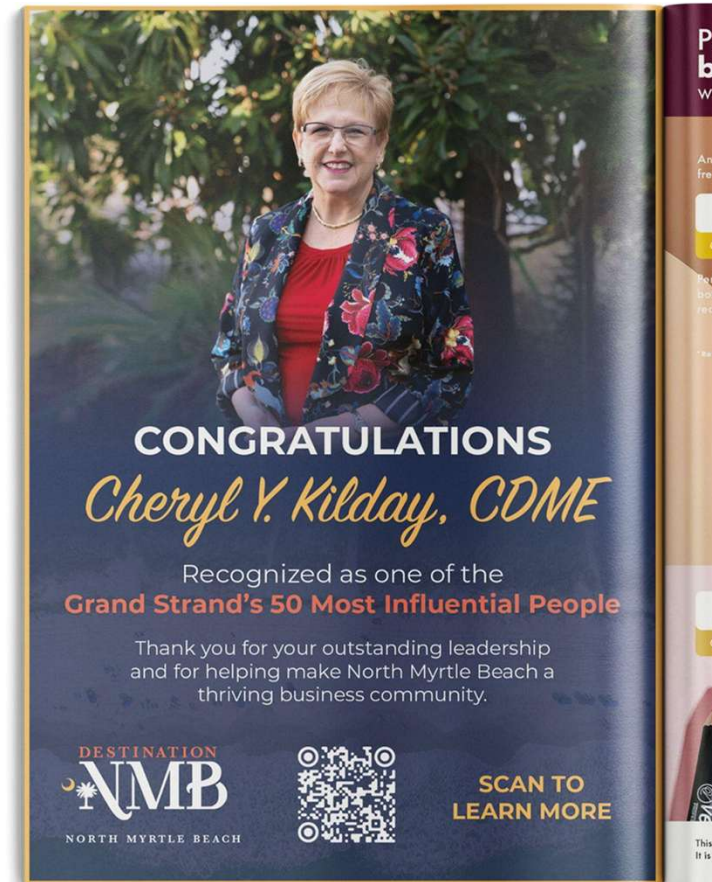
USA Today Top 10 Beaches in SC



DESTINATION NORTH MYRTLE BEACH



Accreditation & Accolades



DESTINATION NORTH MYRTLE BEACH





Adrian Award

40th Anniversary of the Shag



DESTINATION NORTH MYRTLE BEACH

EXPLORE
NORTH MYRTLE
BEACH

DESTINATION
NMB



Adrian Award

PR TOTAL MEDIA REACH & EARNED MEDIA VALUE



\$874.9 Million

TOTAL MEDIA REACH

\$8,093,202

EARNED MEDIA VALUE

SHAG STORYTELLER LANDING PAGE



171,413

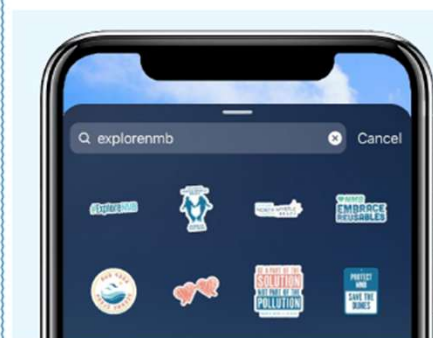
VIEWS

(BETWEEN 2/1 - 5/31)

37.38%

ENGAGEMENT RATE

GIPHY STICKERS



A GIPHY sticker is an animated GIF file that can be searched for and pasted on top of posts on a variety of social media platforms such as Instagram and iMessage.

260,500+

VIEWS



WINSTON-SALEM DASH PARTNERSHIP



The Winston-Salem Dash, a minor league baseball team in one of NMB's key drive markets, temporarily changed their name to the 'Shag' for a game which included live music, dance contests and lessons, and signage takeover.



DESTINATION NORTH MYRTLE BEACH





Adrian Award

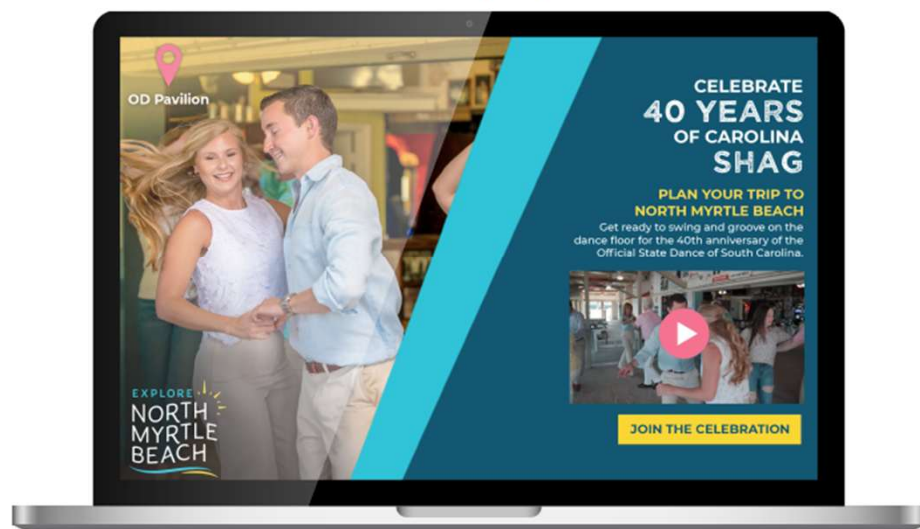
UNDERTONE AD UNIT

A high-Impact, Immersive digital ad unit that "takes over" a webpage with eye-catching visuals or video.

617,000+
IMPRESSIONS

0.84%
LANDING RATE
(vs 0.15% industry average)

4.32%
CTR
(vs 1%-2% industry benchmark)



DISPLAY ADS

1.3 Million+
IMPRESSIONS

0.38%
LANDING RATE
(vs 0.15% industry benchmark)

0.20%
CTR
(vs 0.10% industry benchmark)



DESTINATION NORTH MYRTLE BEACH

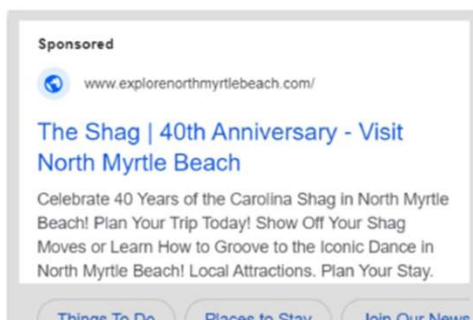




Adrian Award



SOCIAL ADS



SEARCH CAMPAIGN

25,000+
IMPRESSIONS

9.63%
CTR



986,954
IMPRESSIONS

10.05%
LANDING RATE
(vs .75% benchmark)

\$0.04
COST PER
LANDING PAGE VIEW
(vs \$0.70 benchmark)



Learn the
Dance's History

Plan Your Visit



Attend Dance
Competitions

Plan Your Visit



Take a Dance
Lesson

Plan Your Visit



Explore Festive
Events

Plan Your Visit



Listen to Beach
Music

Plan Your Visit

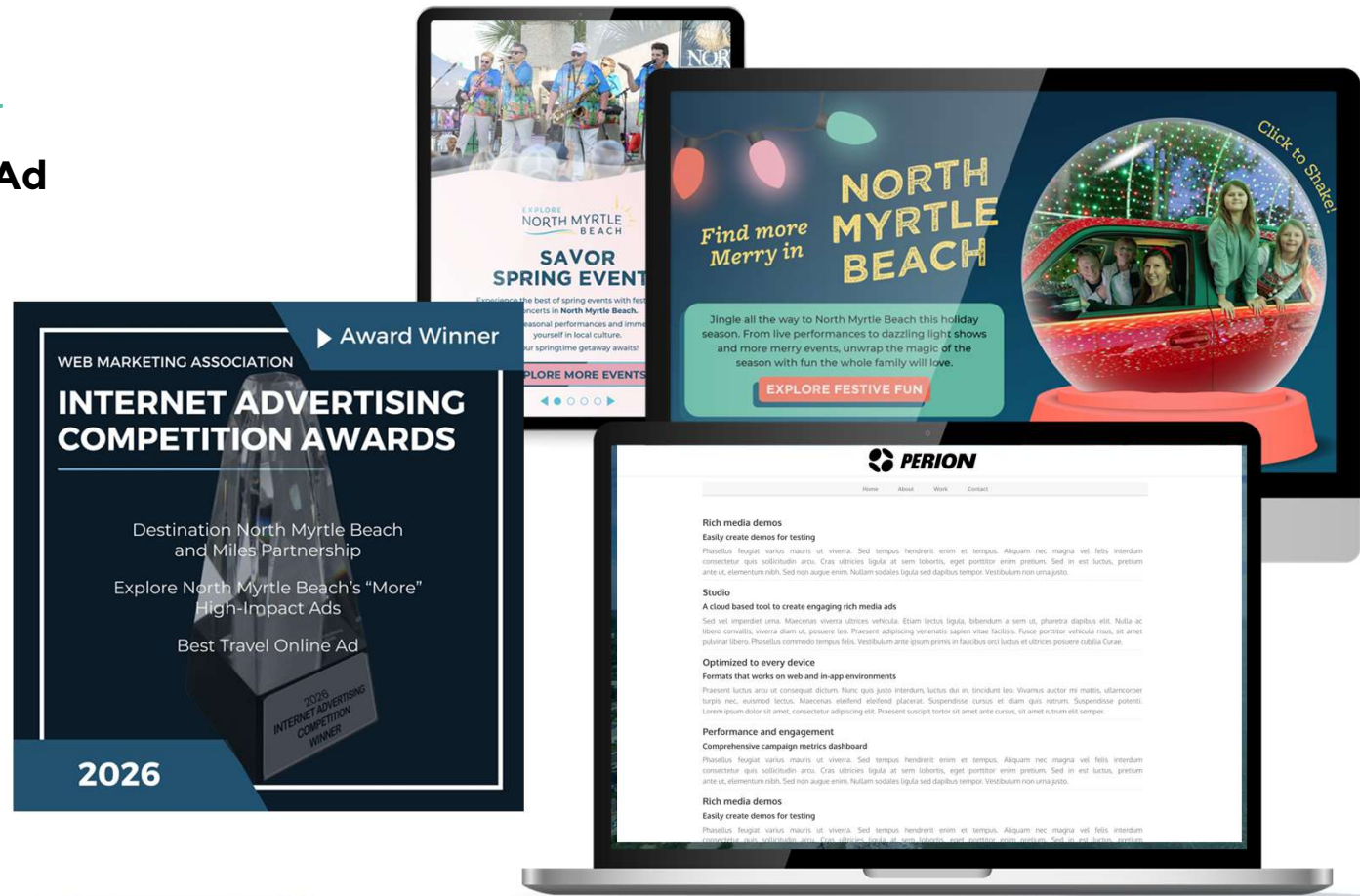
DESTINATION NORTH MYRTLE BEACH



IAC Award

Perion/Undertone Online Ad

2X+
Benchmark



DESTINATION NORTH MYRTLE BEACH



New Custom Content

Dot Dash Meredith, Nativo & Trip Advisor



DESTINATION NORTH MYRTLE BEACH



Summer Push

Display & Native



EXPLORE
NORTH
MYRTLE
BEACH

Find more coastal fun for less this summer in North Myrtle Beach.



EXPLORE
NORTH
MYRTLE
BEACH

Stay in a summer state of mind with ocean time and exciting events in North Myrtle Beach.

HIT THE SAND



DESTINATION NORTH MYRTLE BEACH

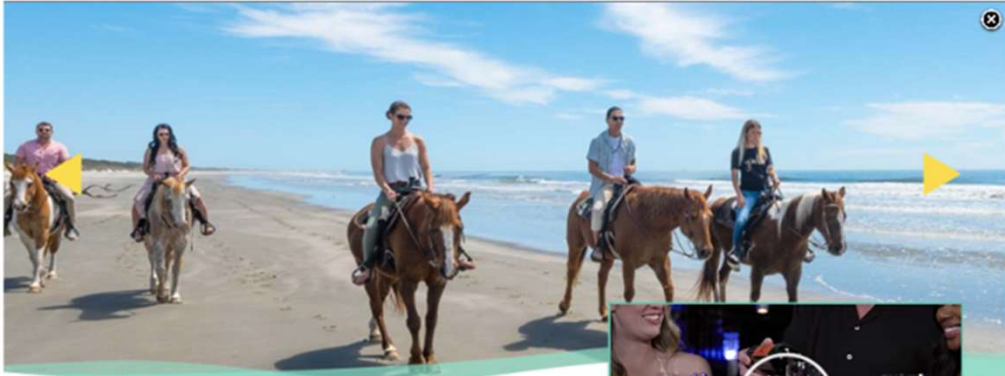
EXPLORE
NORTH MYRTLE
BEACH

DESTINATION
NMB

Summer Push

Perion/Undertone
Page Grabber

2X+
Benchmark



EXPLORE
NORTH MYRTLE
BEACH

SOAK UP SUMMER FUN
Paddle through winding salt marshes, bounce across the waves on a banana boat, and set sail on a dolphin cruise through sparkling waters. Discover more on-the-water fun during your trip to North Myrtle Beach.



MAKE A SPLASH



EXPLORE
NORTH MYRTLE
BEACH

**SUMMER MEANS
MORE SPLASH**

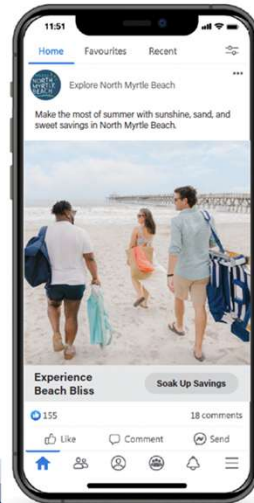
EXPAND +

DESTINATION NORTH MYRTLE BEACH

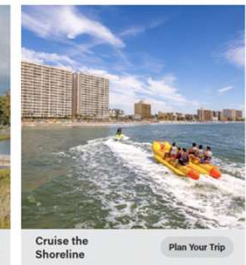
EXPLORE
NORTH MYRTLE
BEACH

DESTINATION
NMB

Summer Reel



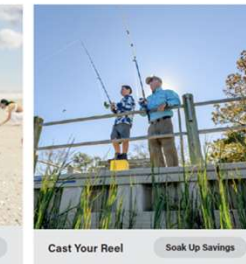
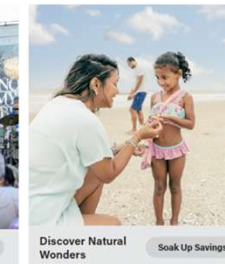
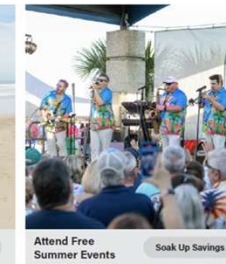
Summer Meta



10x Benchmark

Landing Rate

Summer Affordable Meta

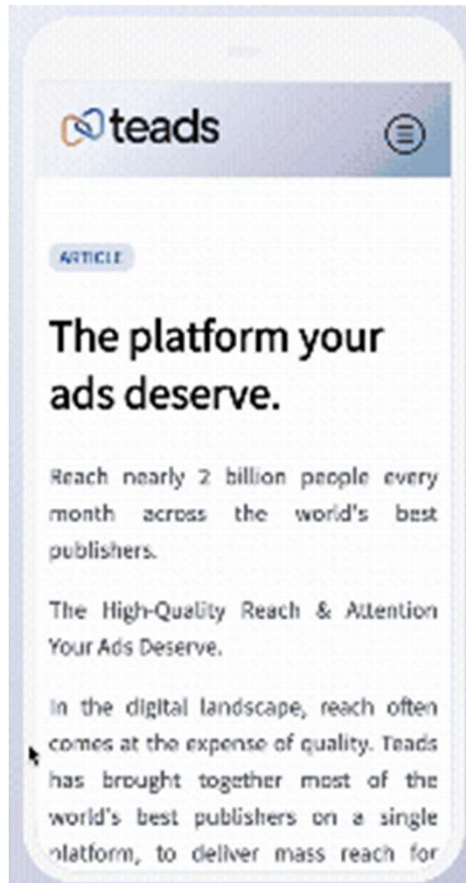


DESTINATION NORTH MYRTLE BEACH

EXPLORE
NORTH MYRTLE
BEACH

DESTINATION
NMB

Summer Push



Teads



CTV



Kargo Venti Unit

DESTINATION NORTH MYRTLE BEACH





Scan to Play



Summer Push

Kargo Gamification

1.31%
CTR

Nearly **DOUBLE**
the 0.75%
Benchmark

Top Performing
Cohorts

**Entertainment
Enthusiasts**
CTR Lift 228%

**Family
Vacationer**
CTR Lift 200%

**Joy
Seekers**
CTR Lift 128%

**Sports
Fanatics**
CTR Lift 128%

Top Performing
Publishers



DESTINATION NORTH MYRTLE BEACH



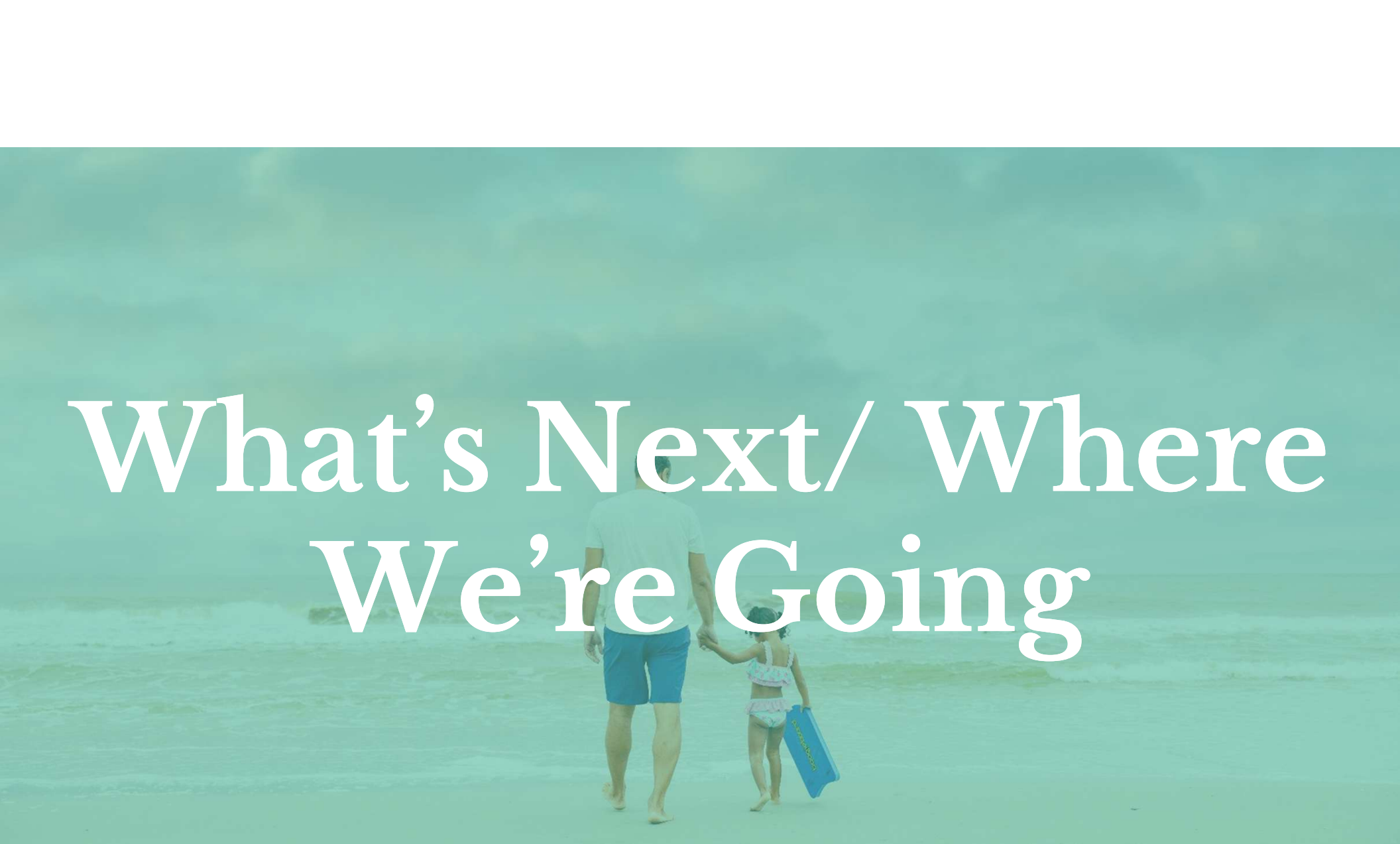
Bucket List Video



DESTINATION NORTH MYRTLE BEACH

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NORTH MYRTLE
BEACH

DESTINATION
NMB



What's Next/ Where We're Going

DESTINATION NORTH MYRTLE BEACH



Community Resource Guide



DESTINATION NORTH MYRTLE BEACH

EXPLORE
NORTH MYRTLE
BEACH

DESTINATION
NMB

Official Visitor Guide

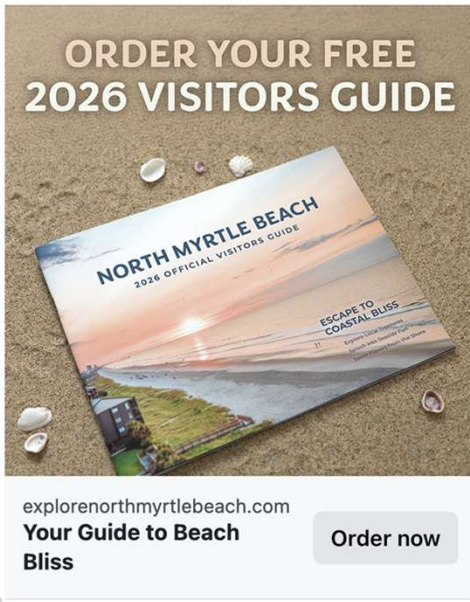
NORTH MYRTLE
2026 OFFICIAL VISIT

NORTH MYRTLE BEACH
2026 OFFICIAL VISITORS GUIDE

2026 Visitor Guide Facts

 Explore North Myrtle Beach ... X
Ad · 🌐

Ready to make your vacation dreams real?
Claim your FREE 2026 North Myrtle Beach
Visitors Guide and begin your ...See more



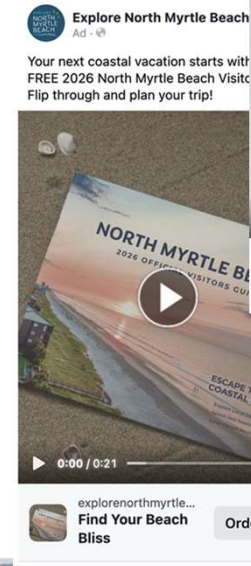
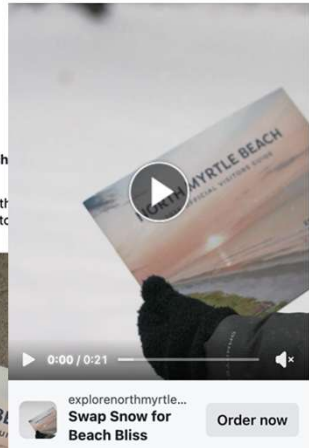
2026 Visitor Guide Conversion Ad
resulted in **over 7.2k OVG orders** at
a cost per guide order of **\$0.85**.

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

The OVG Ad had a **.82% result rate**.
This resulted in a cost per guide
request **decrease of 50% YOY** and
result **rate increase 74% YOY**

 Explore North Myrtle Beach ... X
Ad · 🌐

Dreaming of sun and sand? Flip through the
FREE North Myrtle Beach Visitors Guide and
plan your sunny escape.



DESTINATION NORTH MYRTLE BEACH

EXPLORE
NORTH MYRTLE
BEACH

DESTINATION
NMB

2027 OVG Advertising Opportunities

Early Bird Discount through June 1, 2026!



PROVIDING WORLD-CLASS SERVICE SINCE 1985

For generations, North Myrtle Beach has been a top destination for family vacations. For more than 40 years, Condo-World has had the pleasure of serving more than 1 million families during their trips to our area.

A family owned and operated business since 1985, Condo-World has become the most recognized brand for travelers searching for North Myrtle Beach vacation rentals. Our office is located in the heart of North Myrtle Beach and our staff are all local professionals dedicated to providing the highest level of service to our customers and property owners. With more than 2500+ Star Google reviews, we are experts at renting North Myrtle Beach.

condo-world.com • 800-753-4537



BAREFOOT RESORT & GOLF

Barefoot Resort and Golf, located in North Myrtle Beach, South Carolina, is a premier golf destination featuring four acclaimed courses designed by Greg Norman, Davis Love III, Tom Fazio, and Pete Dye.

The resort offers luxury accommodations, a marina, and scenic views along the Intracoastal Waterway. Known for its challenging layouts and pristine conditions, Barefoot Resort is a favorite among golf enthusiasts seeking a top-tier experience on the Grand Strand.

barefootgolf.com
843-390-3200



GOLF FUN FOR EVERYONE

Myrtle Beach Family Golf offers truly affordable family golf experiences which are considered to be the best of Myrtle Beach! With four themed mini-golf courses, you'll experience an excursion from an island marina, an adventurous journey into the world of 10-million-year-old dinosaurs, a jungle safari adventure and a trip into Never-Never Land.

For a more true-golf experience, visit our premier practice facility with 54 hitting bays on the driving range as well as a pitching and putting green.

myrtlebeachfamilygolf.com
843-913-7851

North Myrtle Beach 2027 Official Visitors Guide Advertising Opportunities

Thank you for choosing to advertise in the 2026 North Myrtle Beach Visitor Guide! To easily provide your advertisement content, please complete the fields below. Following your submission, we will send you a proof for your review and approval.

[Click here to view the 2027 Spec Sheet.](#)

Questions or issues submitting? Contact Erin Graham at ergraham@DestinationNMB.com.

krystal.woodard@milepartnership.com [Switch account](#)

The name, email, and photo associated with your Google account will be recorded when you upload files and submit this form.

* Indicates required question

Email *

Your email

Your Name *

Your answer

Business Name *

Your answer

Official Visitors Guide Formatted Advertisement Options
Please select one of the following advertising sizes.

Full Page Ad

Includes: Logo, up to 4 photos, QR code, a description (max 1000 characters), and contact information

1/2 Page Ad

Includes: Logo, up to 2 photos, a description (max 500 characters), and contact information

1/4 Page Ad

Includes: Logo, 1 photo, a description (max 500 characters), and contact information

DESTINATION NORTH MYRTLE BEACH



Music on Main America 250

AMERICA



PARKS & RECREATION
NORTH MYRTLE BEACH
COME OUT & PLAY!

FREE SUMMER CONCERTS 2026

Music ON MAIN
CELEBRATING AMERICA'S 250

THURSDAYS 6:30 - 8:30 PM

JUNE

- 4th The Tonez
- 11th Swingin Medallions
- 18th Tru Sol
- 25th Too Much Sylvia

JULY

- 2nd The Entertainers
- 9th Julio & The Saltines
- 16th Cassette Rewind
- 23rd Chocolate Chip & Co.
- 30th Thomas Road

AUGUST

- 6th Finesse
- 13th Jim Quick & Coastline
- 20th Thurston Howell
- 27th The Embers featuring Craig Woolard

SEPTEMBER

- 3rd Black Glass
- 10th Envision
- 17th Chairmen of the Board
- 24th Gary Lowder & Smokin Hot

BRING YOUR BEACH CHAIR!

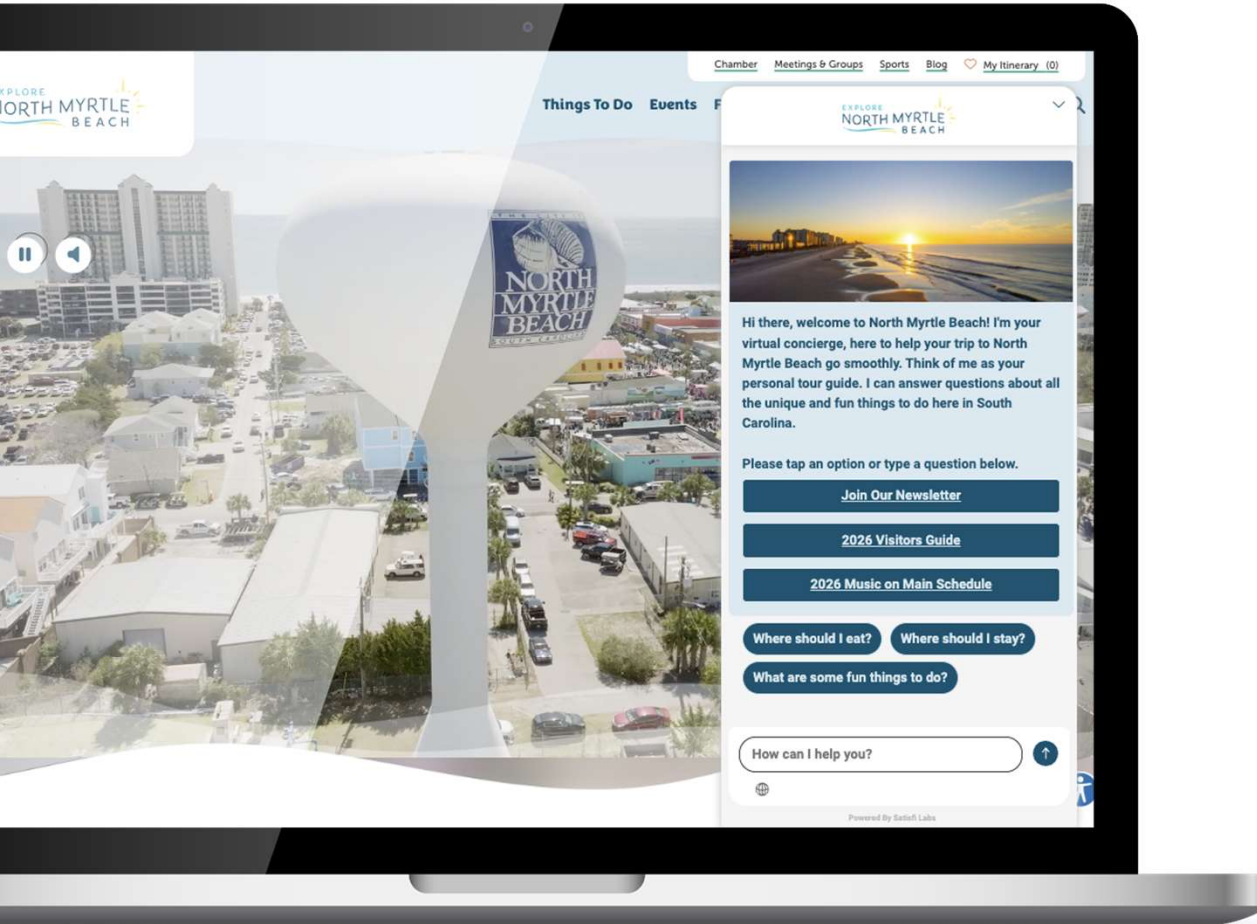
Horseshoe | 11 South Ocean Blvd, NMB, SC 29582

CCNB
COASTAL CAROLINA
NATIONAL BANK

DESTINATION NORTH MYRTLE BEACH

EXPLORE
NORTH MYRTLE
BEACH

DESTINATION
NMB



AI Chat Bot

Messages

5,820

Linkouts

2,397

Hours Saved

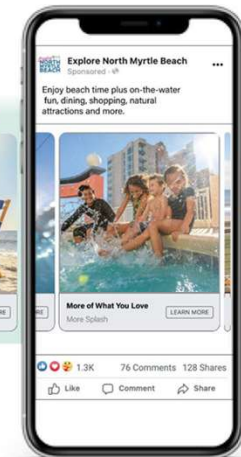
320

DESTINATION NORTH MYRTLE BEACH



“More” Campaign Evolution

2021-2022



DESTINATION NORTH MYRTLE BEACH



Logo Evolution



UPDATED COLOR SCHEME

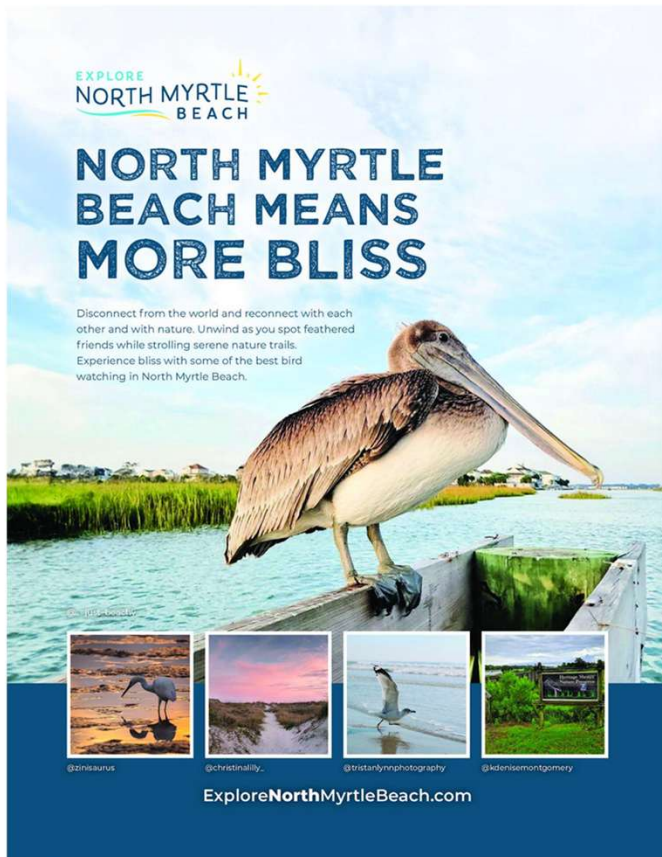


DESTINATION NORTH MYRTLE BEACH



“More” Campaign Evolution

2023-2024



DESTINATION NORTH MYRTLE BEACH



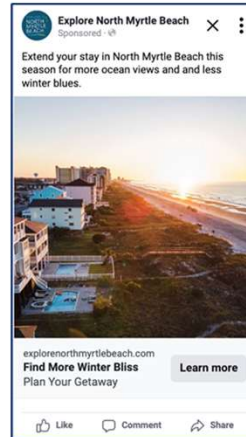
“More” Campaign Evolution

2023-2024 Winter Stay

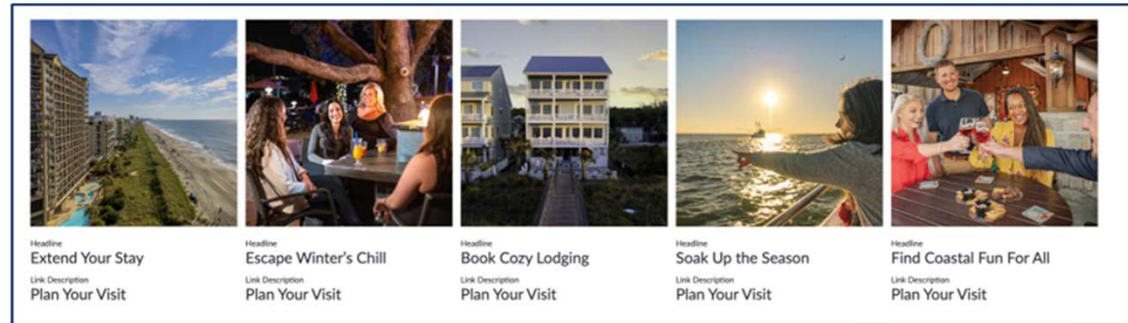


More Winter Bliss

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



- This marked the start of our seasonal campaign approach.
- Now ads are updated quarterly to minimize fatigue and stay relevant.

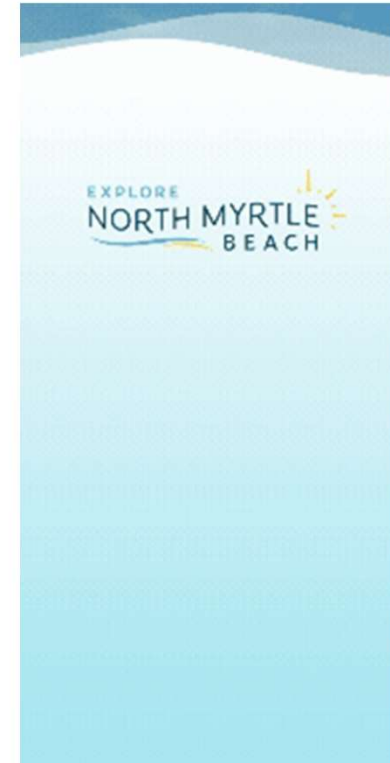
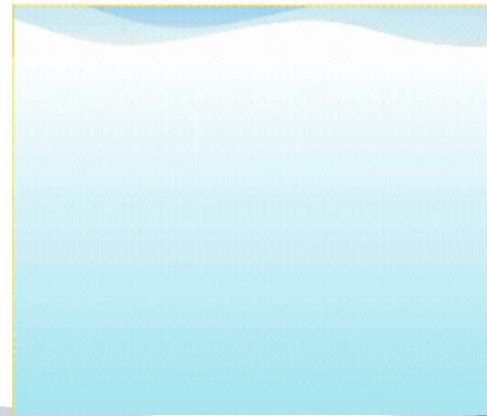
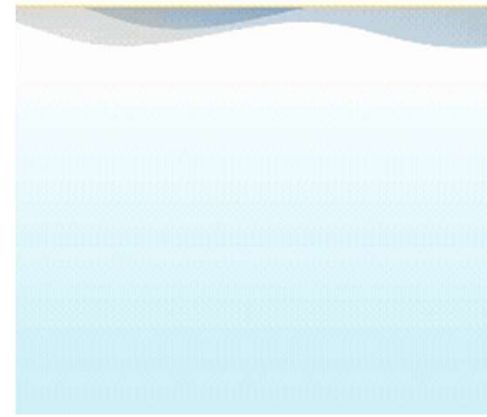


DESTINATION NORTH MYRTLE BEACH



“More” Campaign Evolution

2025-2026



DESTINATION NORTH MYRTLE BEACH



New Campaign



Welcome to North Myrtle Beach



NMB: Where the SUN and the SPIRITS shine brightest!
Sure, we have stunning sunrises and pristine beaches. But have you met our locals? *Our eternal locals?* Experience the unique charm of North Myrtle Beach, where friendly spirits from centuries past still stroll the dunes at dusk. They're harmless, a little mischievous, and just want to know if you're going to use all that sunscreen. It's the most spirited getaway you'll never forget.
Discover haunted history, endless hospitality, and maybe even a spectral sandcastle. Book your spirited adventure today!

EXPLORE NORTH MYRTLE BEACH

VISITNMB.COM/SPIRITS
Come for the beach. Stay for the hauntings.

*Disclaimer: Ghostly encounters are likely, but not strictly guaranteed. They are generally polite, but may critique your fashion choices.



DESTINATION NORTH MYRTLE BEACH

EXPLORE
NORTH MYRTLE
BEACH

DESTINATION
NMB

THANK YOU



DESTINATION NORTH MYRTLE BEACH

Community Awareness Campaign

BRINGING BENEFITS ASHORE WITH TOURISM



Discover the positive impact tourism has on North Myrtle Beach's economy and your everyday life.

[LEARN MORE](#)



Ad by Destination North Myrtle... 

Bringing Benefits Ashore

Discover how tourism and community engagement work together to make our home even better.



Ad by Destination North Myrtle... 

New to NMB? Start Here.

Join a free workshop for new residents and discover tips, resources, and ways to get involved.



Destination North Myrtle Beach

Sponsored · 

Discover how visitors and locals unite, bringing tourism and community together to help NMB thrive.



[explorenorthmyrtlebeach.com](#)
Bringing Benefits Ashore
See How We All Benefit

[Learn more](#)

BRINGING BENEFITS ASHORE WITH TOURISM

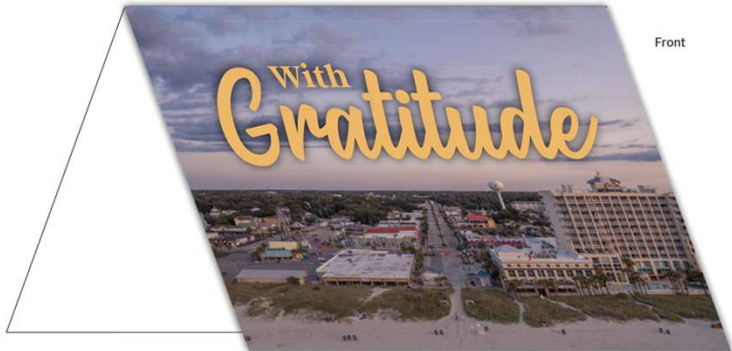
Discover the positive impact tourism has on North Myrtle Beach's economy and your everyday life.

[LEARN MORE](#)



NORTH MYRTLE BEACH

Community Awareness Campaign



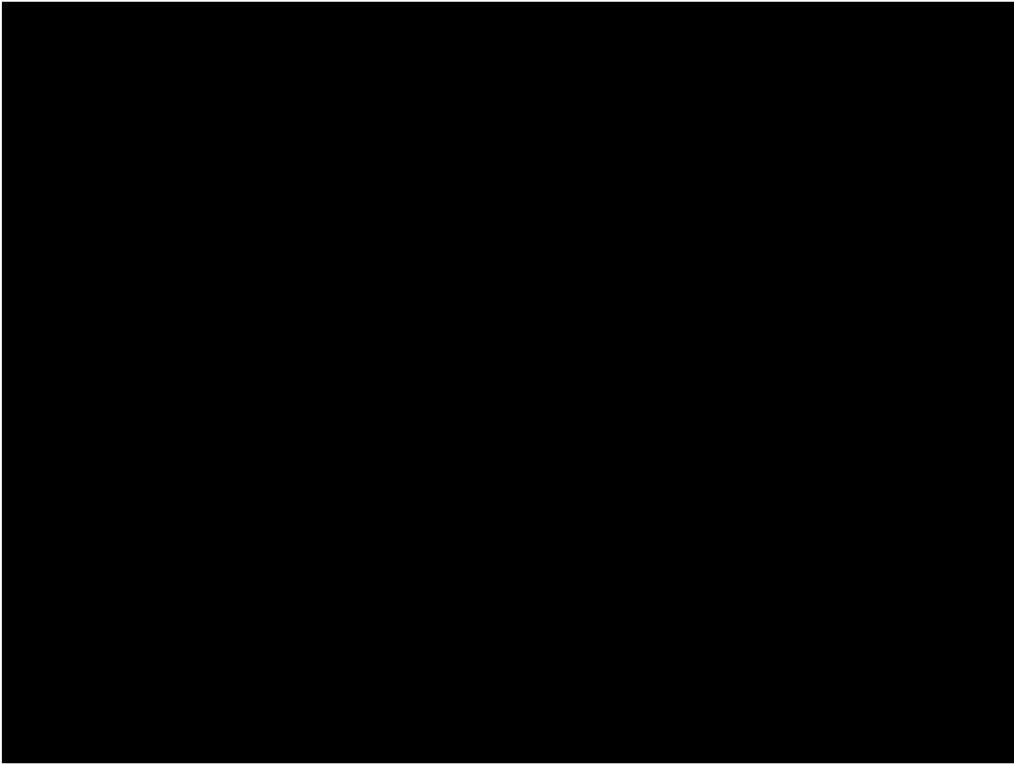
Destination North Myrtle Beach
1521 Hwy 17 S
North Myrtle Beach, SC 29582

About Destination NMB
Destination North Myrtle Beach serves as the Chamber of Commerce and official destination marketing organization for the city, connecting residents to local resources, community initiatives, and opportunities to help shape a thriving future.



DESTINATION NORTH MYRTLE BEACH





Community Video

DESTINATION NORTH MYRTLE BEACH

