



## NORTH MYRTLE BEACH

Dear Investor/Partner:

It's that time again! Destination North Myrtle Beach is excited to be working on the 2021-2022 North Myrtle Beach Map. We will once again be working with the cartographic and marketing firm of Target Marketing. This map includes listings that serve as resource guide and is the only official map endorsed and distributed by Destination North Myrtle Beach. The map that will be distributed to visitors, residents, and professionals arriving to the area. We will be distributing these maps via our Visitor Information Center, Relocation and Resource Guides, and Official Visitors Guide.

These user-friendly maps are frequently requested. Target Marketing will also be offering investors/partners an opportunity to be included on Waze, a popular mobile GPS app. This app currently has 110 million users and is provided at no additional expense. This is another convenient way to get your business noticed.

According to the US Census Data:

- The average homeowner spends over \$12,000 within the first six months of moving to a new home.
- Over 11% of the U.S. population relocates annually.
- New movers are 5 times more likely to become your long-term customers if you reach them first.

The Directory of Investors/Partners section offers the opportunity to promote your business by classifying participating businesses by category with a brief description of products/services. Advertising space on the back cover and a limited number of interior display panel ads are also available. All advertising businesses will receive a complimentary supply of maps and will also be included on the digital version linked from Destination North Myrtle Beach's website.

Don't miss out on this added marketing opportunity to promote your business. Be seen by visitors, new residents, investors/partners, and potential buyers. Space is limited, and sponsorships are reasonable, with more than 10,000 copies being printed and available for the next 12 to 14 months.

All the best,

Cheryl Y. Kilday

President and CEO

Destination North Myrtle Beach