



MARKETING OUTLOOK SUMMIT 2022



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Destination North Myrtle Beach & Miles Partnership

YOUR MILES TEAM



Lauren Bourgoing

*Vice President,
Account Director*



Lauryn Peterson

Account Supervisor



Samantha Davis

Senior Media Planner



Melissa Bartalos

Senior Content Director



**Melissa
Nieuwenhuis**

Associate Art Director

An aerial photograph of a coastal city. In the foreground, a wide sandy beach meets the ocean with gentle waves. To the left of the beach, there are several high-rise apartment buildings and a large green field. Further inland, more residential areas and a river or canal are visible. The sky is a deep blue with wispy white clouds, and the sun is shining from the right, creating a bright reflection on the water's surface.

OUR PARTNERSHIP EFFORTS DURING THIS FISCAL YEAR

- Asset Creation
- Ad Creative & Performance
- Beyond Ad Placements
- What To Look Forward To

ASSET CREATION

EXPANDED PHOTOSHOOT - SEPT 2021



ASSET CREATION

ACCESSIBILITY REPRESENTATION



ASSET CREATION

EXPANDED DESTINATION COVERAGE



ASSET CREATION

EXPANDED PARTNER COVERAGE



AD CREATIVE & PERFORMANCE



Photoshoot Contact Sheet

“North Myrtle Beach Means
More Splash”



“North Myrtle Beach Means
More Flow”



“North Myrtle Beach Means
More Treasure”



HOLIDAY CREATIVE

Explore North Myrtle Beach
Sponsored · 🌐



The Great Christmas Light Show
NORTH MYRTLE BEACH

The Great Christmas Light Show
Find holiday magic in North Myrtle Beach with dazzling lights and festive fun for all.

Learn more

Share

Explore North Myrtle Beach
Sponsored · 🌐



The Great Christmas Light Show
NORTH MYRTLE BEACH

The Great Christmas Light Show
Over 2 million lights and a festive Santa's Village make the holidays merry and bright.

Learn more

Share



The Great
Christmas Light
Show

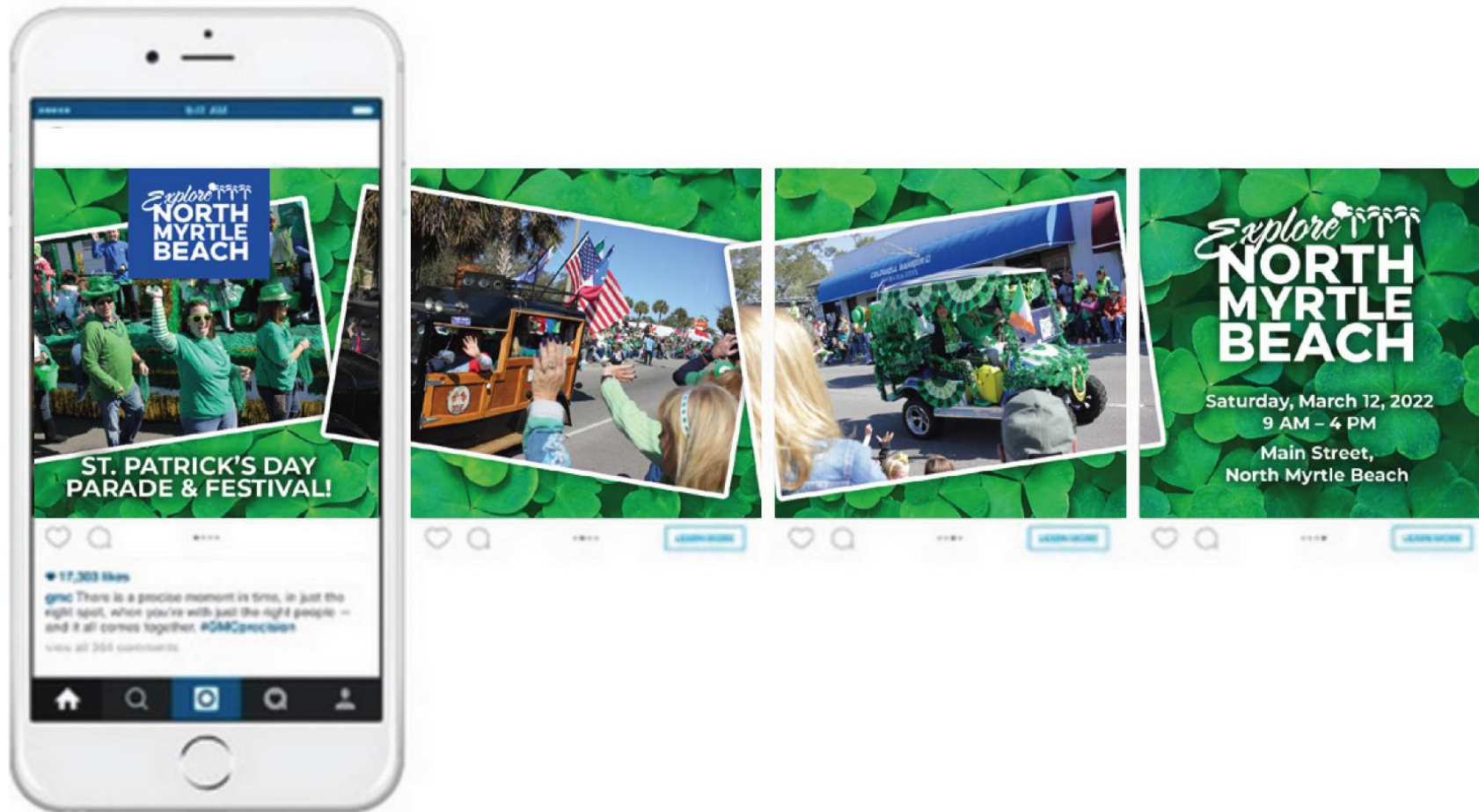
explorenorthmyrtlebeach.com



The Great
Christmas Light
Show

explorenorthmyrtlebeach.com

ST. PATRICK'S DAY CREATIVE



NEW SPRING CREATIVE

DISPLAY

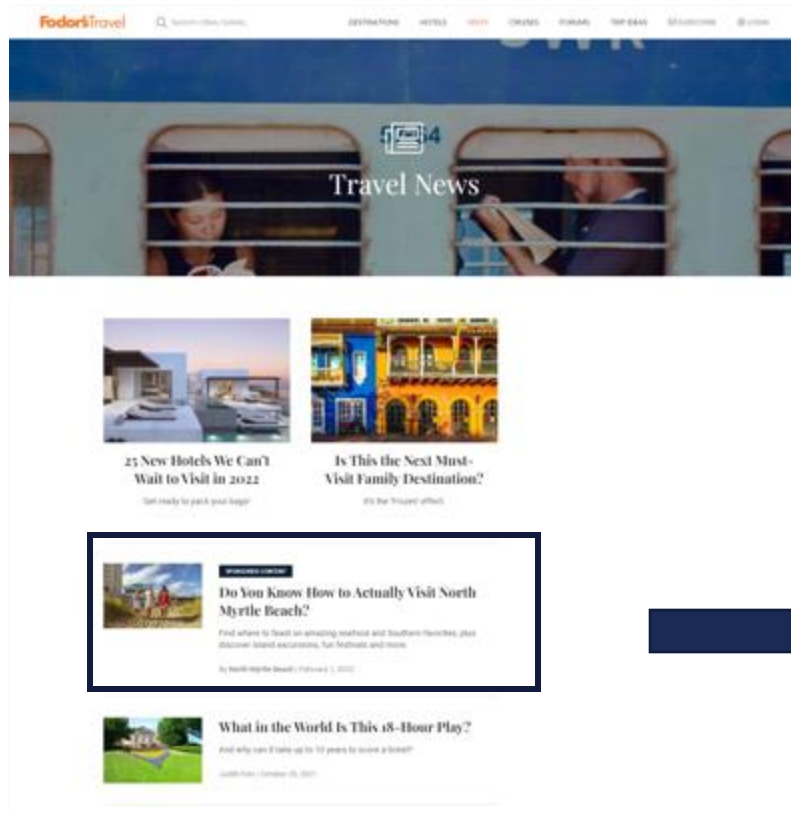


NATIVE DISPLAY



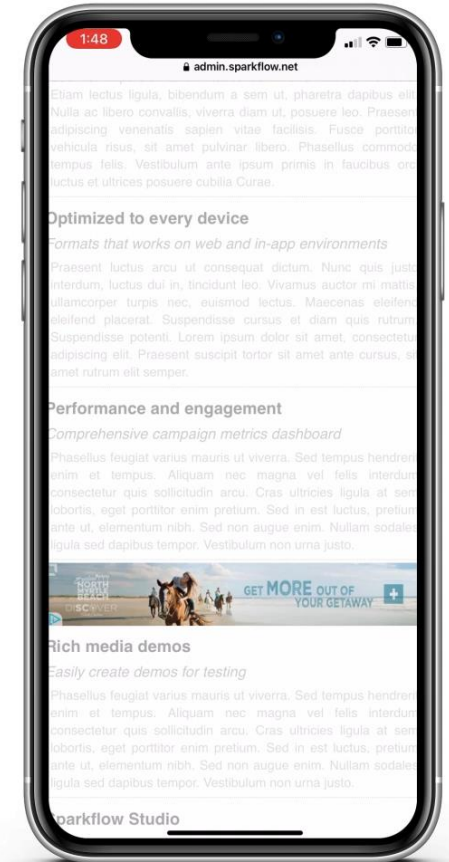
NEW SPRING CREATIVE

NATIVO



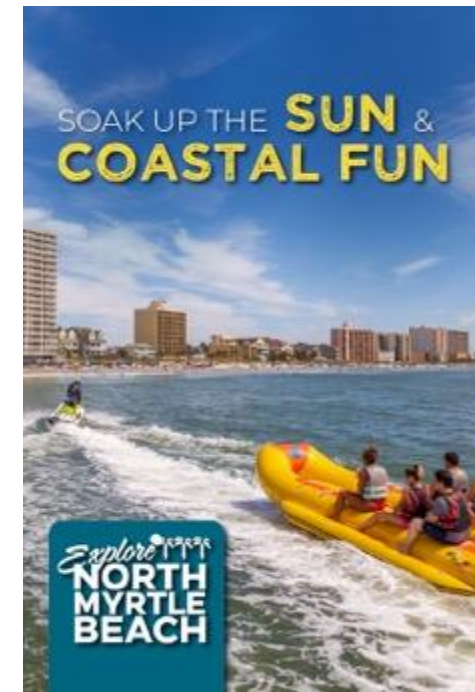
NEW SPRING CREATIVE

UNDERTONE UPDATE

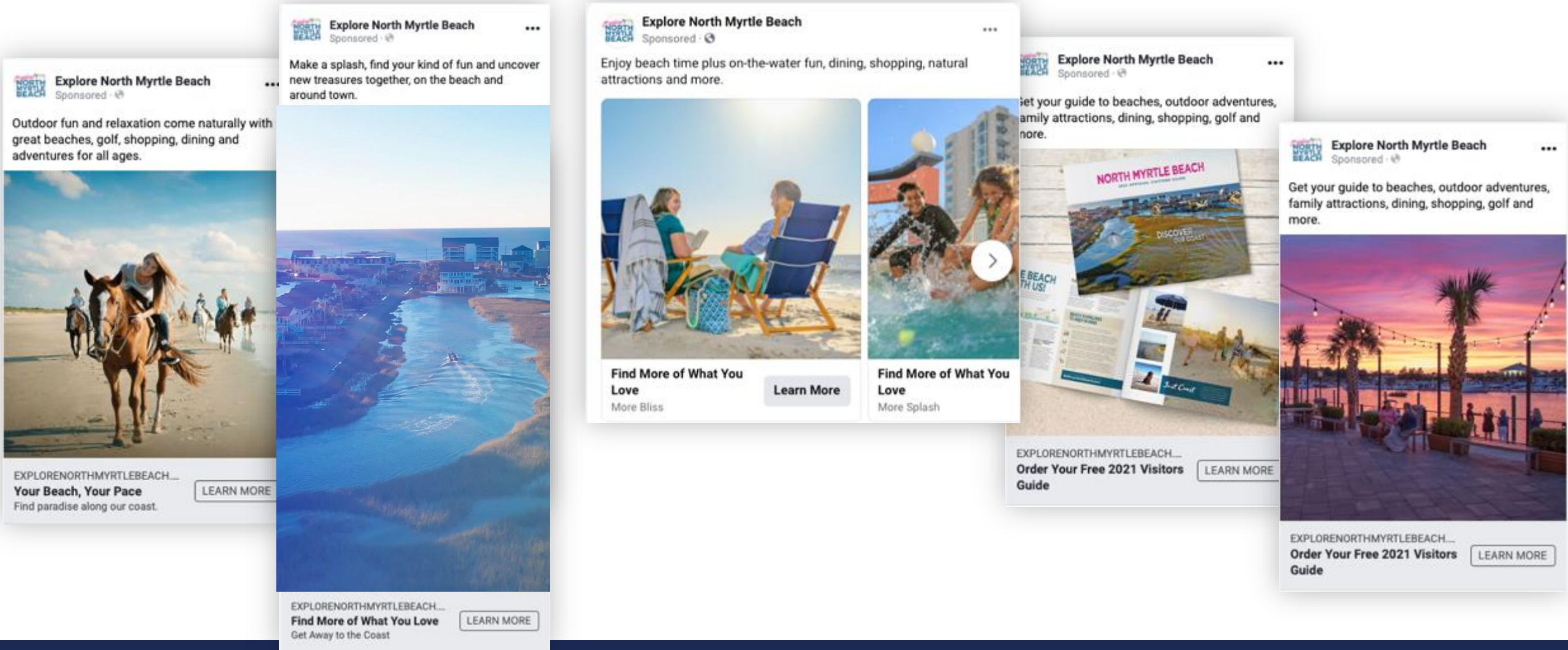


NEW SPRING CREATIVE

PINTEREST



SOCIAL VISUAL EXAMPLES



VISITOR GUIDE CONVERSION AD

Explore North Myrtle Beach Sponsored ·


Get your guide to beaches, family attractions, dining, shopping, golf, outdoor fun and more.



explore northmyrtlebeach.com
Order Your Free 2022 Visitors Guide

[Learn more](#)

Like Comment Share




**Order Your Free
2022 Visitors
Guide**

explore northmyrtlebeach.com

Explore North Myrtl... Ad

Order Your Free 2022 Visitor...

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Explore North Myrtle Beach Sponsored



Get your guide to beaches, family attractions, dining, shopping,... [More](#)

[Learn more](#)

:30 CONNECTED TV



DESTINATION NORTH MYRTLE BEACH



NEXSTAR

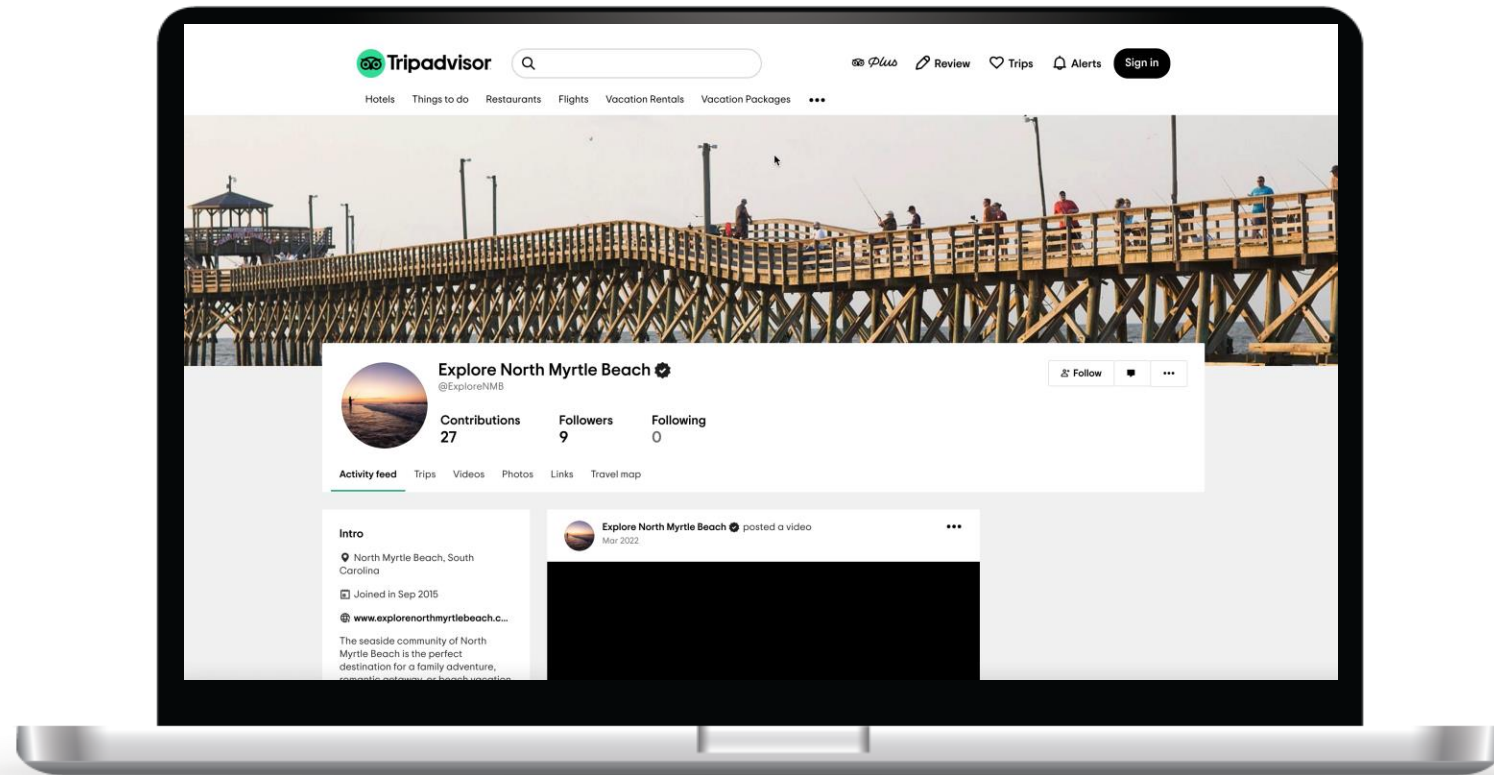
WEATHER SPONSORSHIP



- Buffalo, NY
- Lansing, MI
- Cleveland, OH
- :15 Video Pre-roll
- Display & Native Ads
 - News App
 - Weather App
 - Various Sites & eNews
- On Air Morning News
- Live NMB Cam on pier

TRIPADVISOR

SEASONAL UPDATES



SCPR MEDIA SUITE

MULTI-FACETED MARKETING APPROACH

- 8 Facebook boosted posts 10/21 - 3/22
- Taboola - Fall & Spring: Content-forward campaign
- YouTube Ad placement – Fall & Spring



**Explore Like a Local in
North Myrtle Beach**

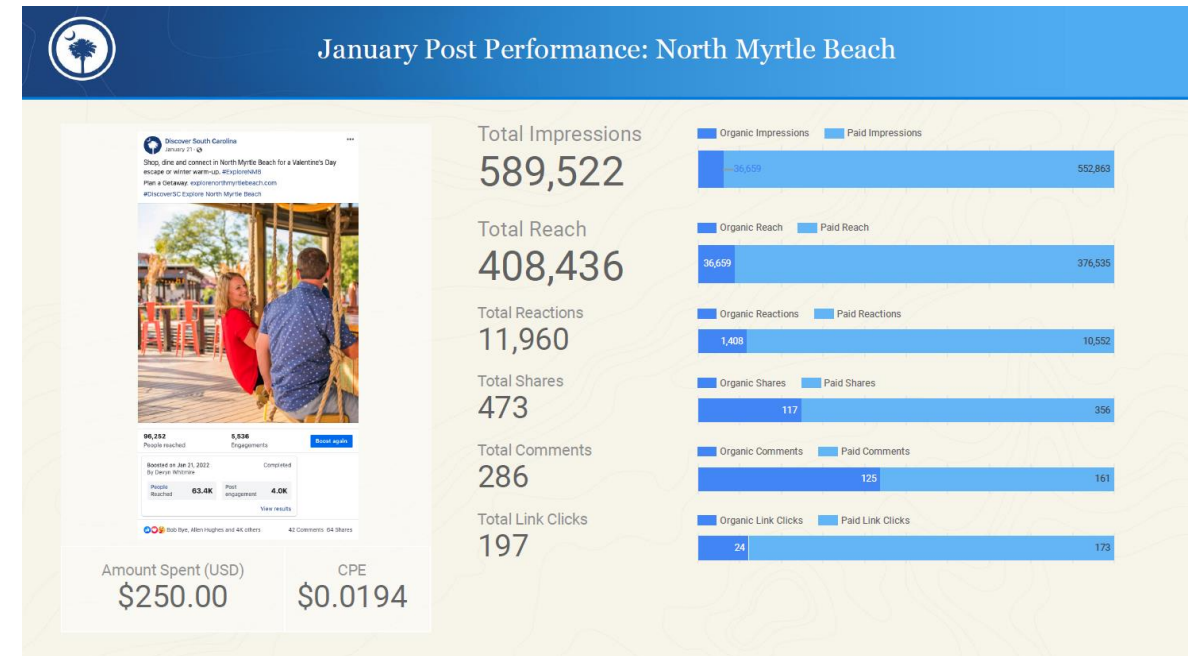
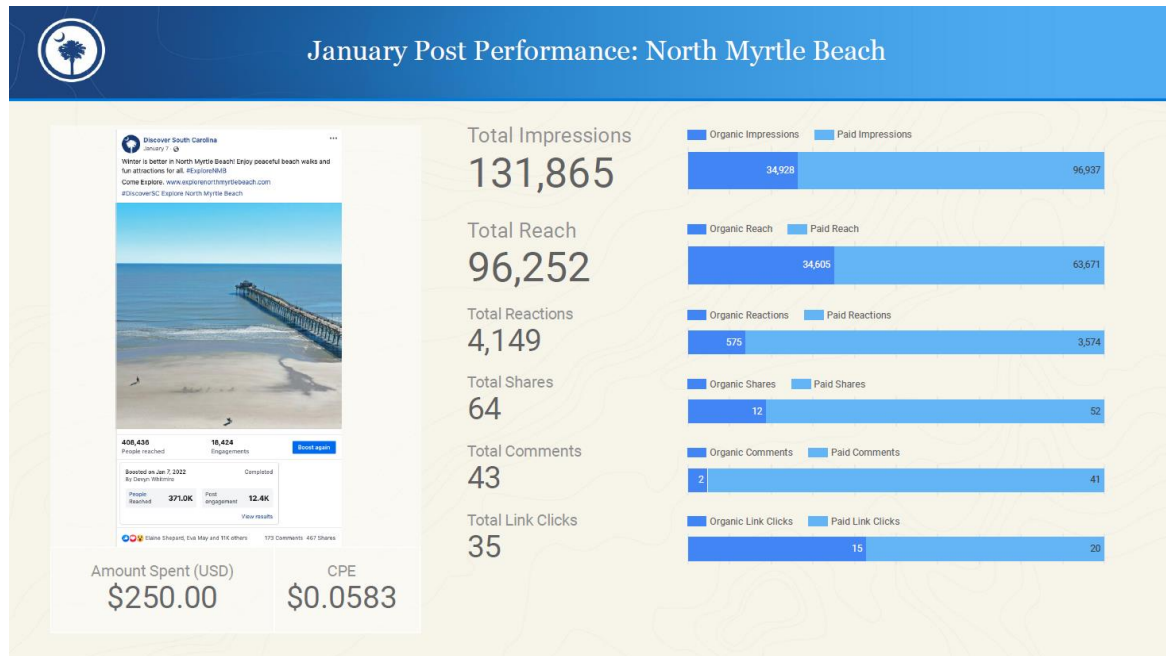


**Coastal Flavors & Beyond in
North Myrtle Beach**



SCRIPT FACEBOOK BOOSTED POSTS

JANUARY



NMB MEDIA PARTNERS

BasisTM

 **SOJERN**

 **tripadvisor**[®]

Google

facebook

 **Instagram**

 **NATIVO**

Undertone

 **Pinterest**

 **ADARA**

 **Nexstar**
MEDIA GROUP, INC.

FY22 DISPLAY

Impressions

113,412,819

Clicks

55,674

CTR

0.05%

CPC

\$5.91

SITs

1,021

Pageviews

87,733

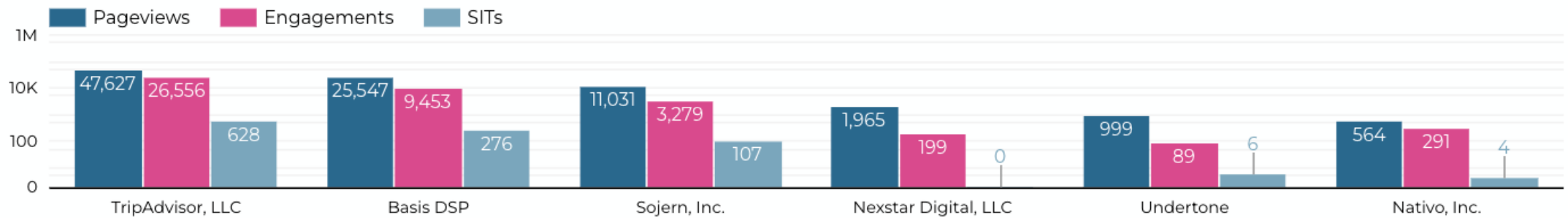
Engagements

39,867

Cost

\$328,954.61

Conversions by Partner



- July 21- March 22 media garnered over 113M impressions, 55.6k clicks with a 0.05% CTR and 1,021 Signals of intent to travel
- There have been over 87.7k pageviews with over 39.8k engaged visitors (visiting 2 or more pages)
- Trip Advisor garnered the highest pageviews and engagements

FY22 FACEBOOK/INSTAGRAM

Impressions
10,086,350

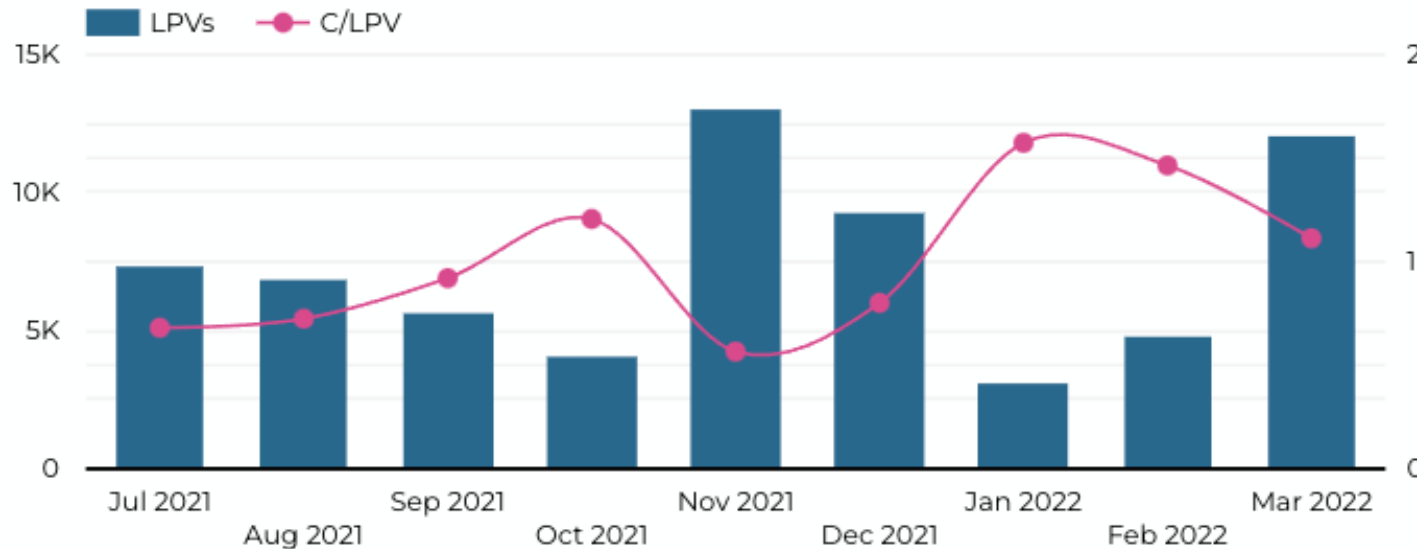
LPVs
66,529

C/LPV
\$0.91

ThruPlays
972,376

C/ThruPlays
\$0.03

Cost
\$60,565.28



- July 21 – March 22 FB/IG ads resulted in 10M impressions over 66.5k landing page views, a low \$0.91 average cost per landing page view
- Video garnered over 972k \$0.03 cost per thru play
- The seasonal event creative has helped provide incremental boosts over late fall, Christmas and in March

FY22 SEARCH

Impressions
1,833,901

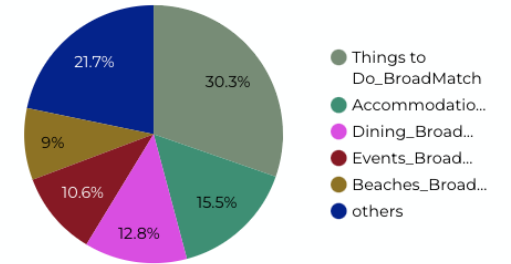
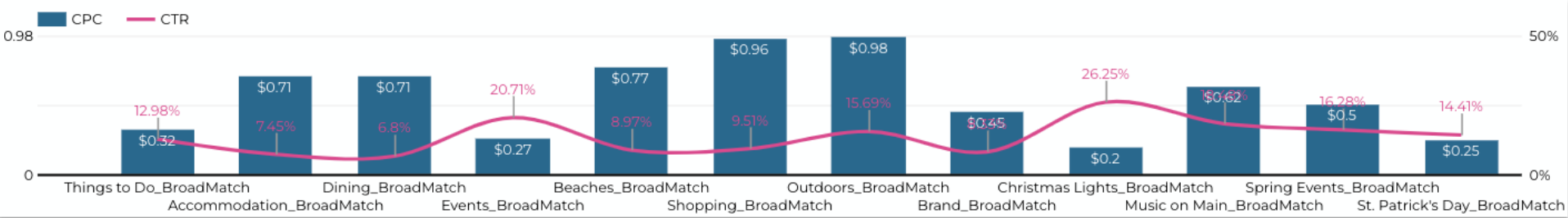
Clicks
222,478

CTR
12.13%

CPC
\$0.48

Cost
\$106,744.64

CPC & CTR



- Search has garnered 1.8M impressions, over 222.4k clicks with an average 12.13% CTR and \$0.48 CPC
- Things To Do, Accommodations and Beaches delivered the highest number of conversions
- Events and Christmas Lights had the strongest CTRs followed by Music on Main and Outdoors

FY22 WEBSITE ANALYTICS

Sessions

605,053

↑ 80% from previous year

↑ 14% from previous 274 days

Users

460,972

↑ 78% from previous year

↑ 8% from previous 274 days

Pageviews

1,207,259

↑ 95% from previous year

↑ 16% from previous 274 days

Pages / Session

2

↑ 8% from previous year

↑ 1% from previous 274 days

Avg. Session Duration

00:01:36

↑ 7% from previous year

↑ 5% from previous 274 days

Bounce Rate

55.64%

↓ -1% from previous year

↓ -6% from previous 274 days



Most Viewed Pages

Pages	Pageviews ▾	% ▲
/things-to-do/	127,642	119.9% ↑
/	91,853	2.7% ↑
/events/	65,936	336.7% ↑
/plan/visitors-guide/	42,280	58.5% ↑
/restaurants/	40,387	249.8% ↑
Grand total	1,207,259	94.7% ↑

BEYOND AD PLACEMENTS



UPDATED ENEWS TEMPLATE



Plan A Getaway That No One Will Want To Leave!

[32 words] Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum

MOBILE VISITOR CENTER

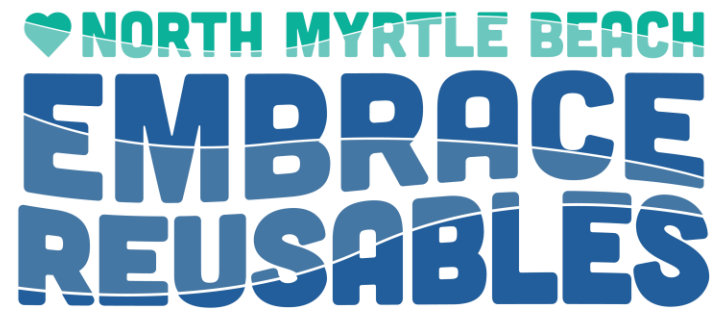
NAME OUR GOLF CART TODAY!

Toss your suggestions in our basket with the nametags provided at your table!



- **Viv** - stands for Visitor Information Vehicle
- **Huey** - inspired by hues/colors
- **Poppi** - inspired by “pop of color”
- **Candy / Candi** - inspired by “eye candy”
- **Sunny** - inspired the sunshine
- **Luna** - a nod to the crescent moon in the logo
- **Flash** - referencing light and speed

REUSABLES CAMPAIGN



WHAT TO LOOK FORWARD TO



AUDIENCE RESEARCH

DEMOGRAPHICS & PSYCHOGRAPHICS



Average Age: 48



42% College Graduate+



46% Male
54% Female



Average HHI: \$118K



60% Married
40% Single



83% White
12% Black



35% Have Children Under 18 in the HH

SOURCE: MRI

AUDIENCE RESEARCH

VALUES

Curiosity

Wanting to explore & learn about new things

Excitement

Having stimulating experiences

Friendship

Having close, supportive friends

Duty

Fulfilling obligations to family,
community & country

Freedom

Having freedom of action and thought

Stable personal relationships

Maintaining a long-term commitment to
friends and loved ones

Open-mindedness

Being broad-minded

Having fun

Having a good time

Patriotism

Loving my country & willing to make sacrifices for it

Wealth

Having material possessions, a lot of money

SOURCE: MRI

AUDIENCE RESEARCH

ATTITUDES & BEHAVIORS

- People often ask my advice when it comes to vacation travel
- I often seek advice from others when it comes to making purchase decisions
- Whenever possible, I choose owner-rental options (like Airbnb) over hotels/motels
- I'd rather book a trip over the Internet than meet with a travel agent
- I like to try local cuisine when I travel
- Buying American products is important to me

SOURCE: MRI

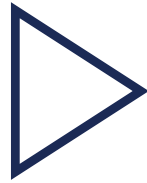
AUDIENCE RESEARCH

Media Consumption



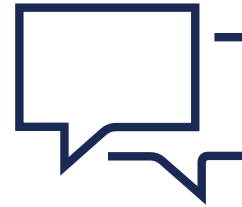
MOBILE

- 63% use mobile apps
- 20% say apps make their life easier
- 60% purchased a product on their smartphone
- 57% watch videos on their smartphone



STREAMING

- 80% use a video streaming service
- 68% use an audio streaming service
- 28% listen to podcasts



SOCIAL

- 86% use a social networking site
- 64% use social networks on their smartphone
- 50% watch videos on social networking sites



SEARCH

- 88% use Google
- 79% use a search engine on the smartphone

SOURCE: MRI

AUDIENCE RESEARCH

CHANNEL USAGE



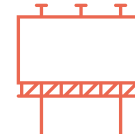
93% watch traditional TV



82% listen to radio



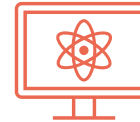
36% read newspapers



97% drive outdoors



79% read magazines



94% use digital

DIGITAL CHANNEL DEEP DIVE



Spends 27 hours a week online



95% own a smartphone and 62% own a tablet



74% own a smart TV or internet-connectable device for TV

SOURCE: MRI

FY22-23 MARKETS



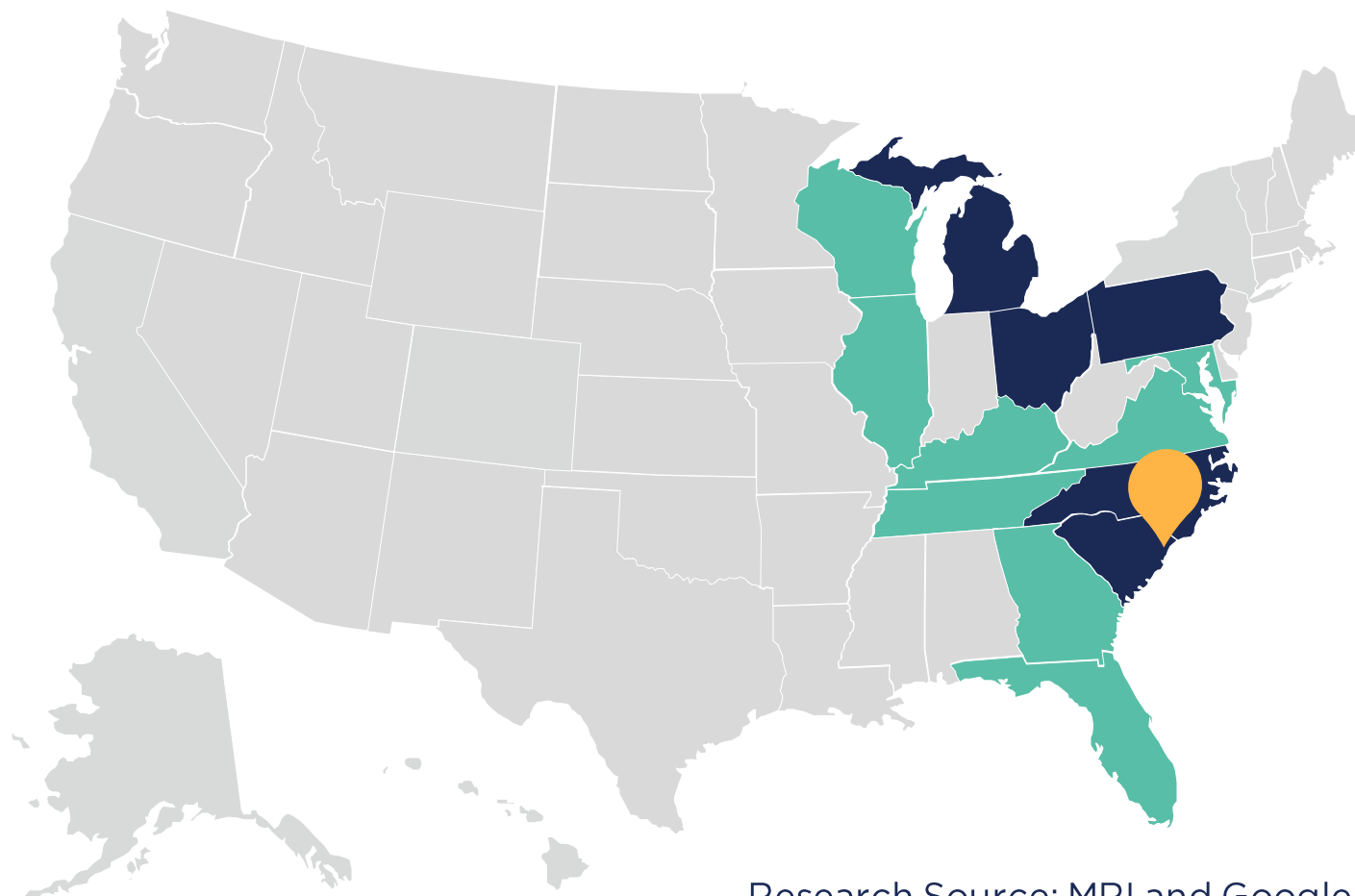
Primary

North Carolina
South Carolina
Ohio
Pennsylvania
Michigan



Secondary

New Jersey
Wisconsin
Kentucky
Tennessee
Georgia
Virginia
Illinois
Florida



Research Source: MRI and Google Analytics

WEBSITE CONVERSION STUDY

PAST VISITATION

	2015	2018	2020	2021
First timers (1)	16%	25%	33%	33%
Repeat (2-3)	17%	19%	21%	21%
Habit (4-8)	22%	23%	18%	20%
Loyalists (9 or more)	38%	34%	28%	26%

Over the years, NMB has seen more first time visitors (16% in 2015 vs. 33% in 2022) and repeat visitors (17% in 2015 vs. 21% in 2021).

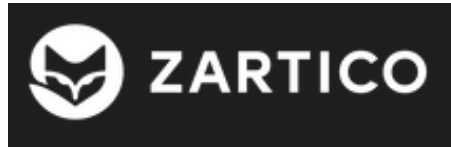
This is typically an indicator that advertising is working—more people have chosen NMB as a new destination for them.

Since repeat visitors are increasing as well, it suggests that once visitors come for the first time they tend to return.

Q: How many times have you visited NORTH Myrtle Beach in your lifetime?



MARKET RESEARCH & DATA TRACKING



Geolocation powers the understanding of how visitors and residents experience your community and power your visitor economy



Data solutions for lodging accommodations to track and measure against a competitive set. Valuable for benchmarking and trend analysis.



Vacation rental data with competitive set for tracking and analysis. Valuable to measure and differentiate from other SC coastal communities.



Expenditure reports combine traveler data with credit card spend to measure traveler economic impact.

BRAND ATTRIBUTES



MESSAGING

CORE CONTENT THEMES

YOUR PACE	SENSE OF DISCOVERY	TIMELESS EXPERIENCES	LIVELY COMMUNITY	ACCESSIBILITY AND EASE
Vacation how you want. High-end dining or walk up casual? Dazzling show or something quiet and local? We have those options and everything in between.	It's the beach, but better. You get the beach experience you expect—but it still manages to surprise you.	This is a place that people return to year after year. You can enjoy all of the things you know and love about the area, but we're able to progress while keeping what makes us authentic.	Events, shopping, activities, economic progress—life is intentionally slow-paced here, but that doesn't mean the community isn't vibrant thanks to events, shopping, and more.	Things aren't convenient—for instance, you won't find coffee on every corner—but it's easy to get around here.

PRINT IS STILL STRONG

THE VALUE OF DMO OFFICIAL VISITOR GUIDES (OVG)

84.5%

**OVG helped
visitors make
their decision
to travel to the
destination**

44.9%

**Request OVG
to plan & book
a vacation to
the destination**

40.5%

**Request OVG to
review
accommodations,
attractions, dining
& other businesses
in the destination**

Source: <https://www.destinationanalysts.com/research/official-visitor-guide-readership-conversion-study/the-value-of-dmo-visitor-guides/>

NMB PRINT INSERTIONS



**NORTH MYRTLE BEACH
MEANS MORE BLISS**

With our wide-open beaches and winding waterways, you'll find fun on the water around every turn. **Get more from your getaway.**

Explore **NORTH MYRTLE BEACH**

South Carolina
Just right.

EXPLORENORTHMYRTLEBEACH.COM



**NORTH MYRTLE BEACH
MEANS MORE BLISS**

With serene beaches, on-the-water fun and attractions you can soak up at your own pace, you'll find countless ways to unwind. Our shopping, dining and entertainment will give you even more to treasure. From the sand to the spa, find more bliss in North Myrtle Beach.

Relax on 9 Miles of Beaches

Soak Up Water Adventures

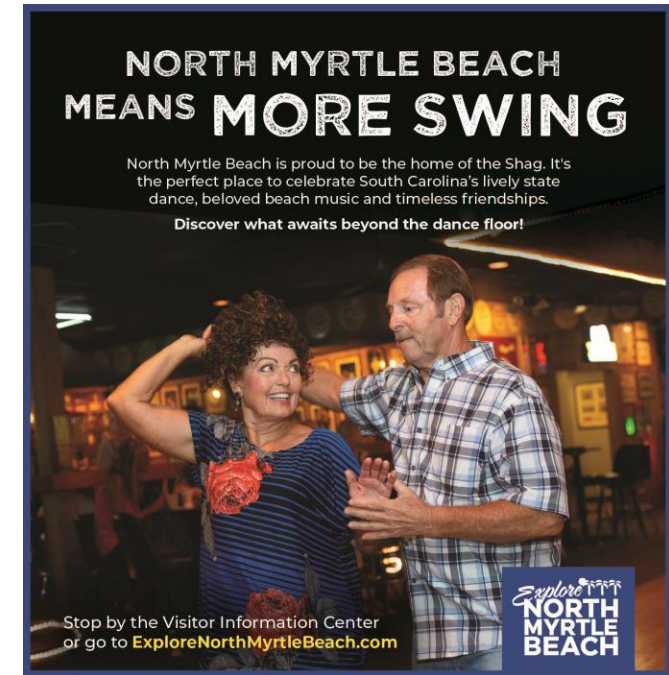
Enjoy Fun Attractions for All

Sip & Celebrate

Explore **NORTH MYRTLE BEACH**

South Carolina
Just right.

EXPLORENORTHMYRTLEBEACH.COM



**NORTH MYRTLE BEACH
MEANS MORE SWING**

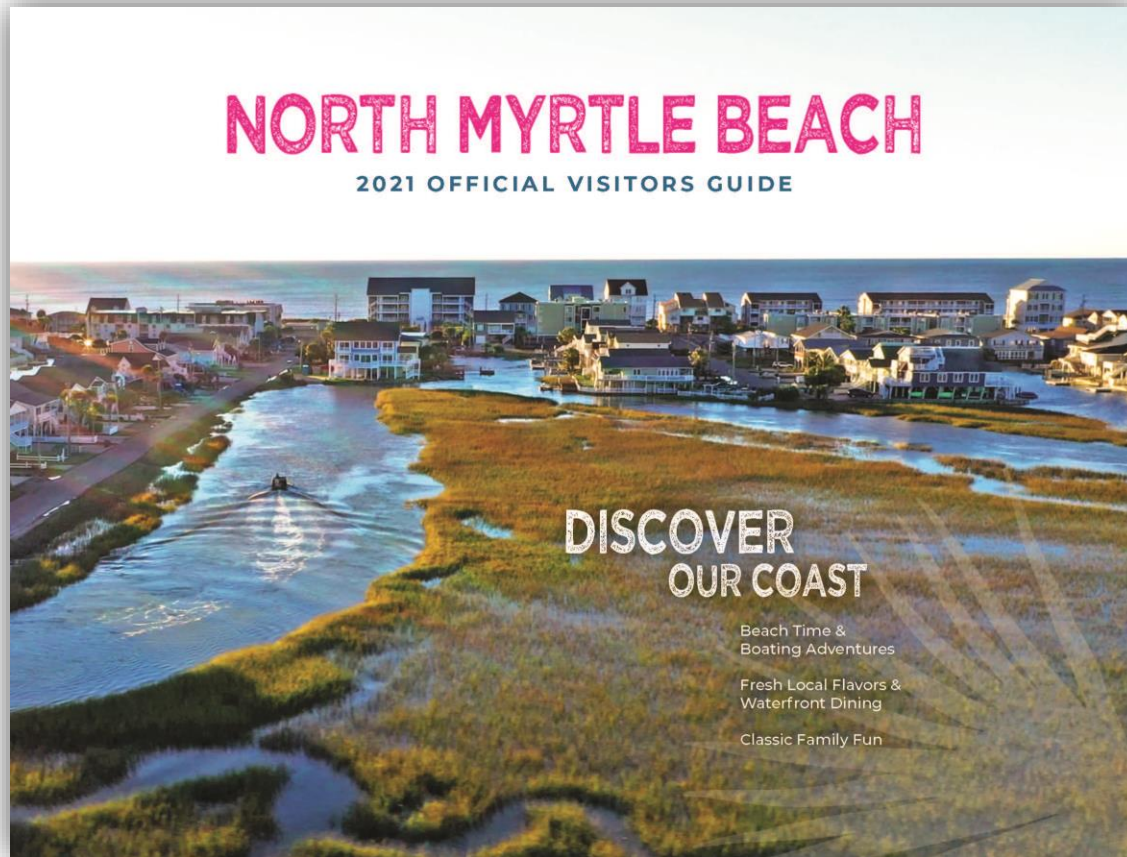
North Myrtle Beach is proud to be the home of the Shag. It's the perfect place to celebrate South Carolina's lively state dance, beloved beach music and timeless friendships.

Discover what awaits beyond the dance floor!

Stop by the Visitor Information Center or go to ExploreNorthMyrtleBeach.com

Explore **NORTH MYRTLE BEACH**

EVOLVED VISITOR GUIDE



VISITOR GUIDE FACTS

Official Visitor Guide

100,000

Distribution

- Welcome Centers
- High-traffic Locations
- Direct request (Website, Email and Phone)

7,881

Top Geographic OVG Direct Requests

- Ohio
- Pennsylvania
- North Carolina
- New York
- Michigan / South Carolina

2,588

Digital Downloads

- 82,713 2022 OVG YTD Pageviews

QUESTIONS?

EXPLORE NORTH MYRTLE BEACH