



# Futureproofing North Myrtle Beach With a Sustainable Economy and Environment

2023 Marketing Outlook Summit

May 17, 2023





Town of Vail



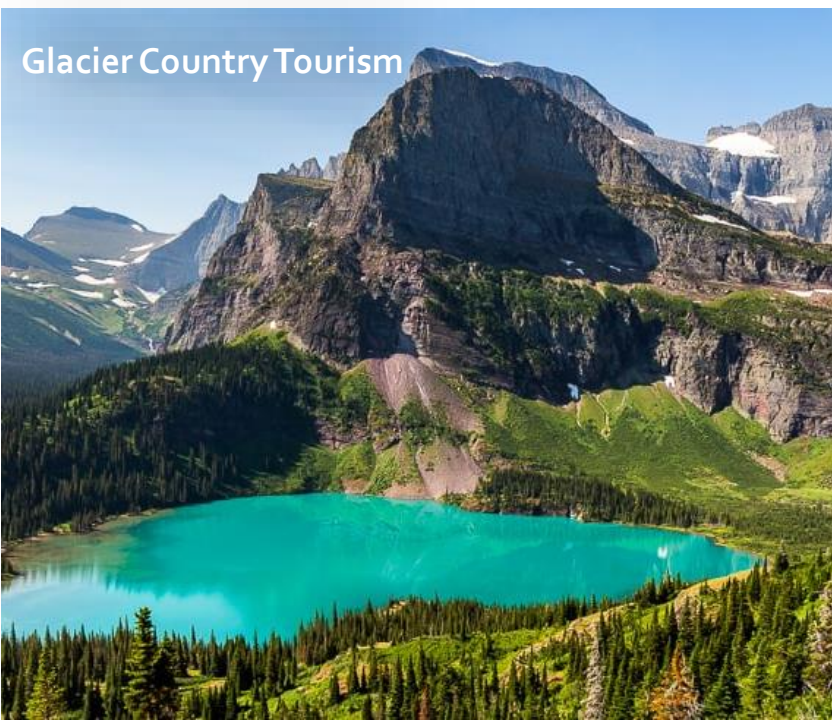
Tahoe Regional Planning Authority



Port Aransas Tourism Bureau & Chamber



Glacier Country Tourism



Destination North Myrtle Beach



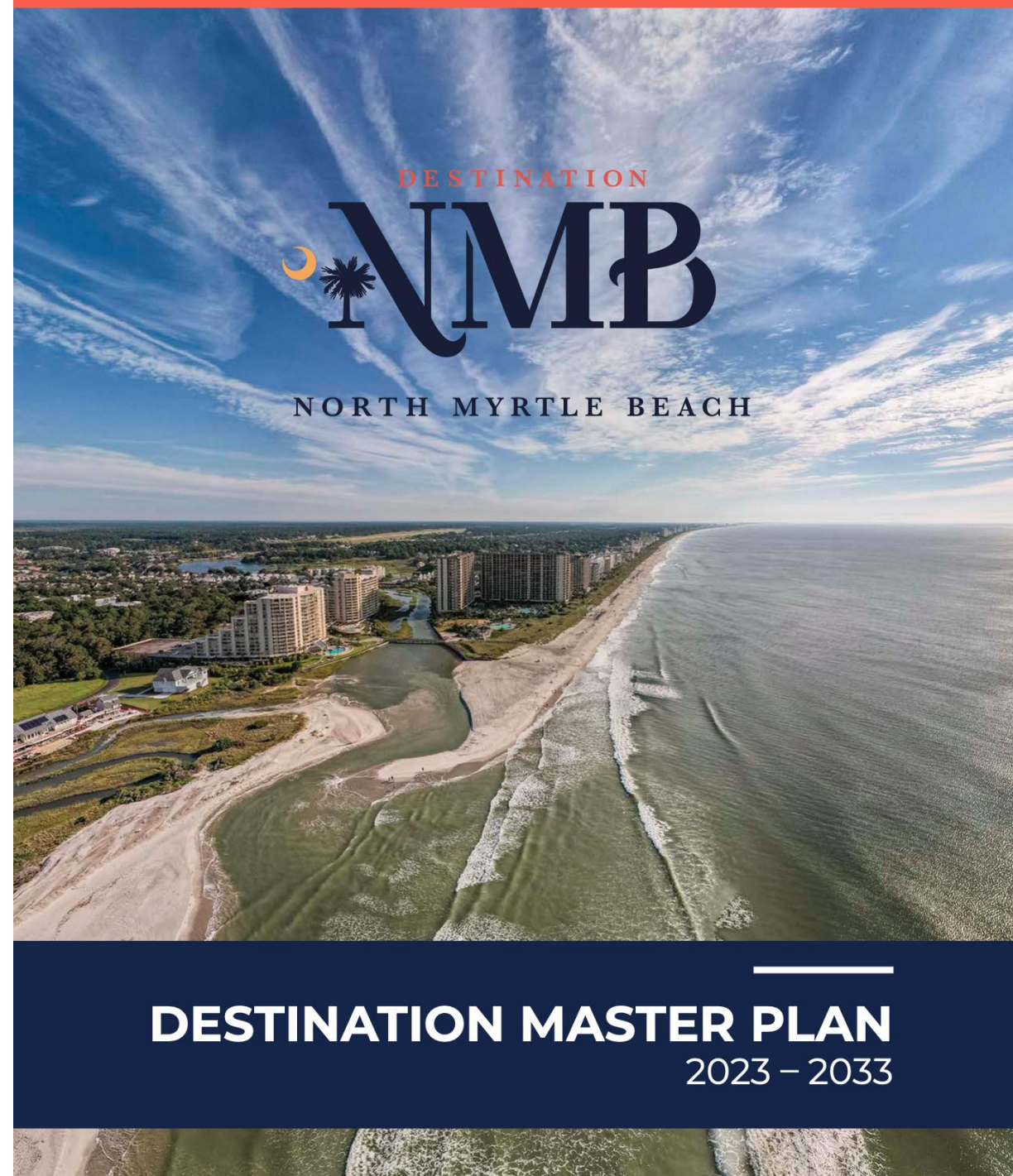
Travel Nevada





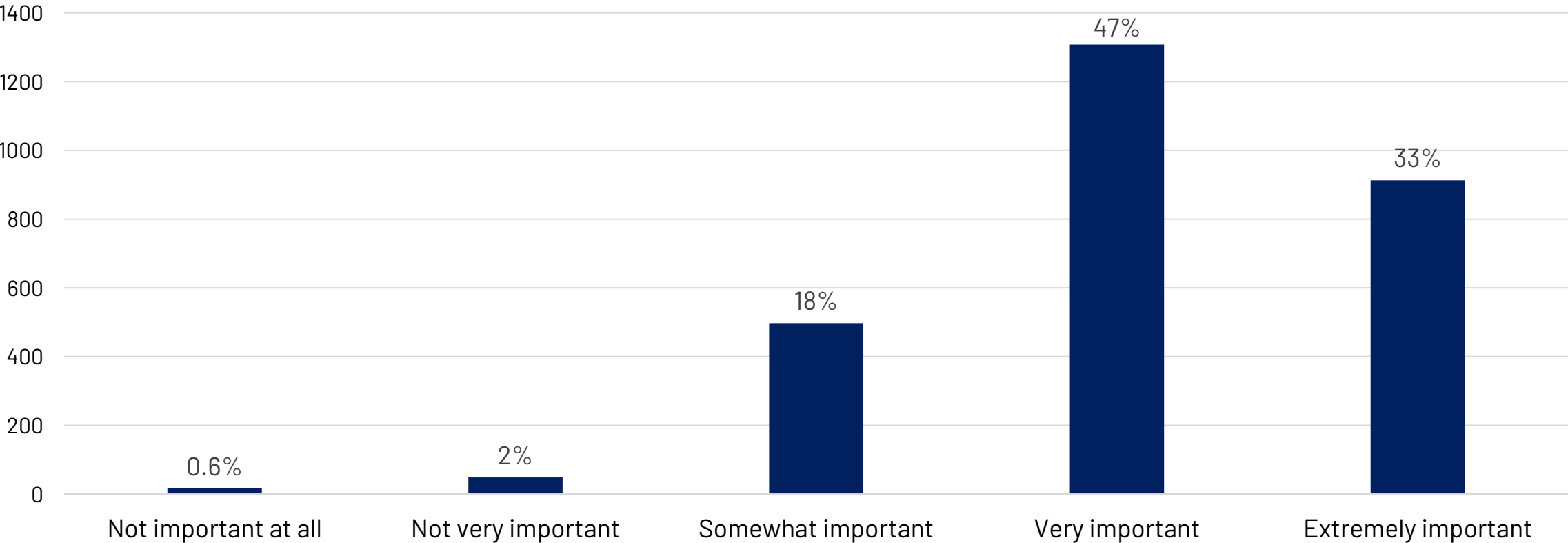
Adopted in April  
2023

**A dynamic, actionable  
10-year plan -- shaped  
by nearly 4,000 local  
voices – to guide  
sustainable growth for  
the community's top  
economic driver.**



# IMPORTANCE OF TOURISM

In two surveys, resident respondents overwhelmingly recognized tourism as an important economic driver for North Myrtle Beach.

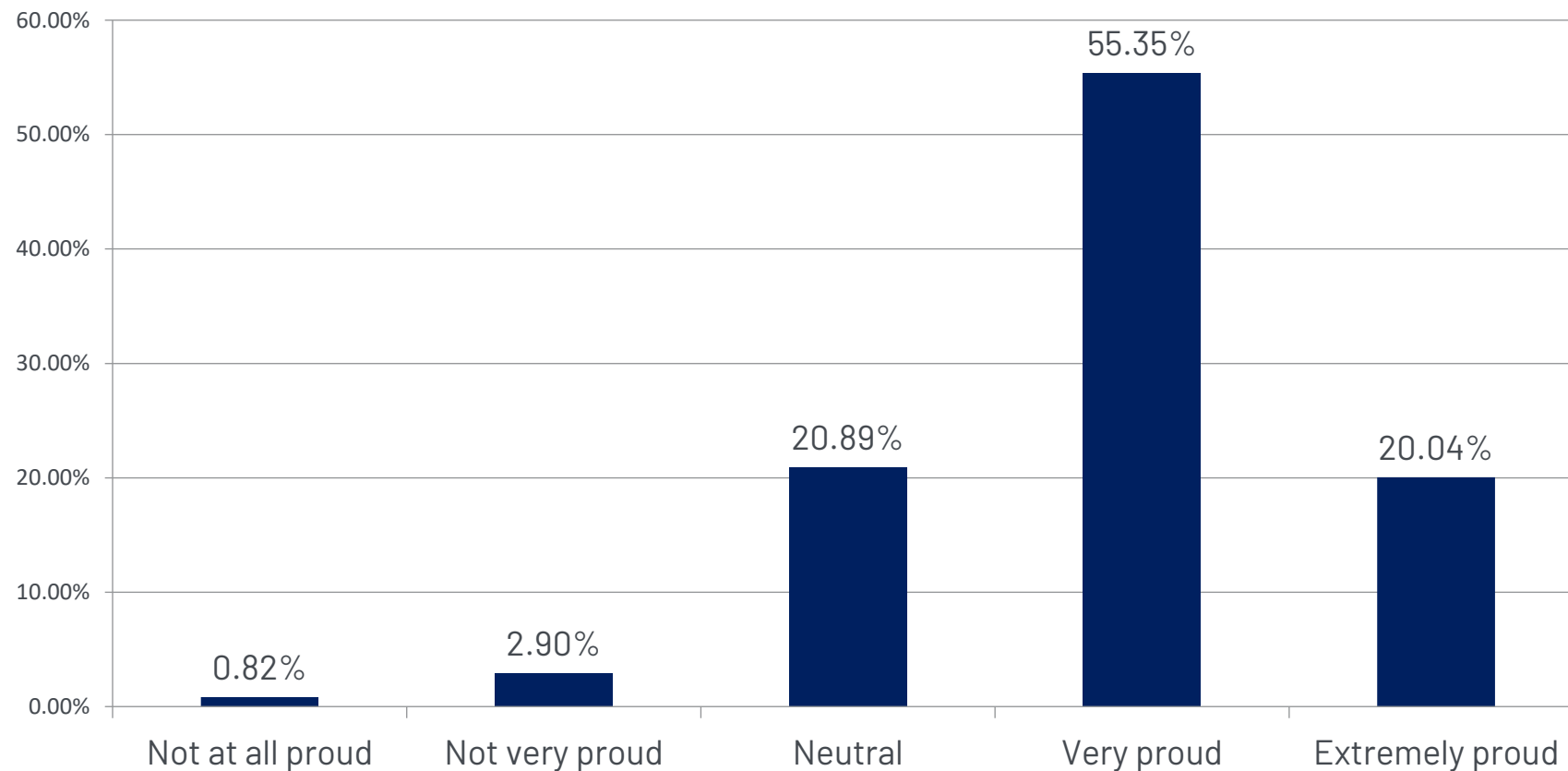


How would you rate the importance of tourism to North Myrtle Beach's economy?  
(1 – Not at all Important, 5 – Extremely Important)



# PRIDE IN NORTH MYRTLE

**BEACH** More than 75% felt 'Very Proud' or 'Extremely Proud' to live in North Myrtle Beach.



Please indicate the level of pride you feel in being a resident of North Myrtle Beach.



# Set from the start -- four guiding principles

|   |  |
|---|--|
|    | <b>Quality of the Local Economy</b><br>Balance the long-term vibrancy and sustainability   |
|    | <b>Visitor Experience</b><br>Provide excellent visitor experiences that highlights what differentiates NMB   |
|   | <b>Resident Quality of Life</b><br>Protect and enhance the quality of life by mitigating the impacts of tourism while sustaining a thriving economy              |
|  | <b>Sustainability</b><br>Implement sustainability principles to secure the environs for the future and disperse visitors throughout the year and the destination |





# A Key Finding

**Environmental stewardship and conservation experiences represent a significant opportunity for development and enhancement.**



# The 10-Year vision for Destination

**North Myrtle  
Beach**  
A year-round family  
destination known for our  
collection of distinct  
neighborhoods and  
leadership in the care and  
protection of our beaches  
and natural areas.



## **Goal #1**

**Develop year-round experiences, cultural and event offerings**

## **Goal #2**

**Improve accessibility and connectivity**

## **Goal #3**

**Ensure economic and environmental sustainability**

## **Goal #4**

**Expand placemaking in neighborhoods**



# Destination Stewardship is Growing in importance



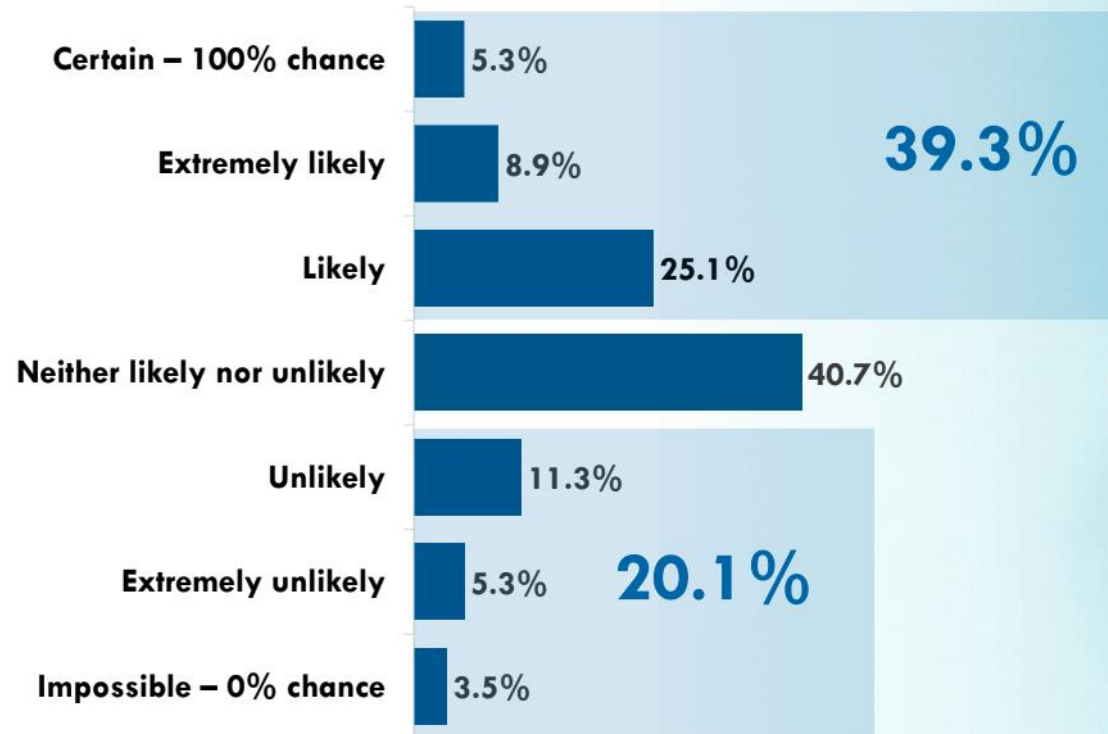
# North Myrtle Beach is at the forefront

## *Skift Take:*

Tourism boards embracing a “locals first” approach post-pandemic is here to stay, as is the imperative of having residents’ input on tourism management to ensure the industry’s future success. That’s because locals will become increasingly engaged in the future of their home, just as travelers will continue to seek sustainable, inclusive options.

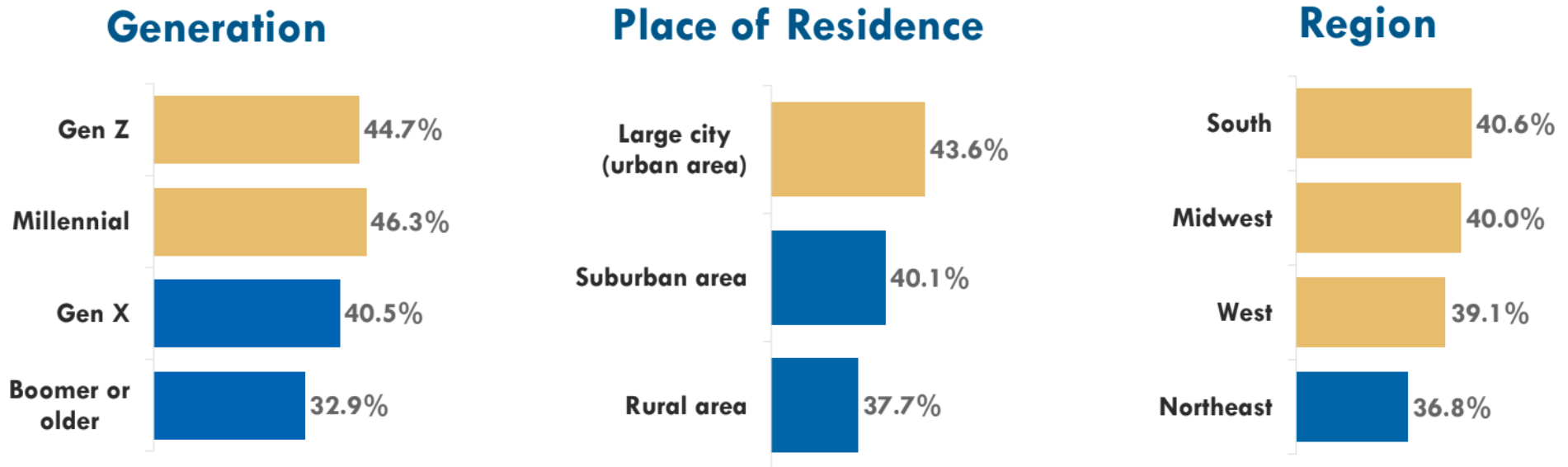


# I'LL BE MORE PROACTIVE IN REDUCING THE IMPACT OF MY TRAVEL ON THE ENVIRONMENT



(Base: All respondents, 4,017 completed surveys. Data collected December 15-25, 2022.)

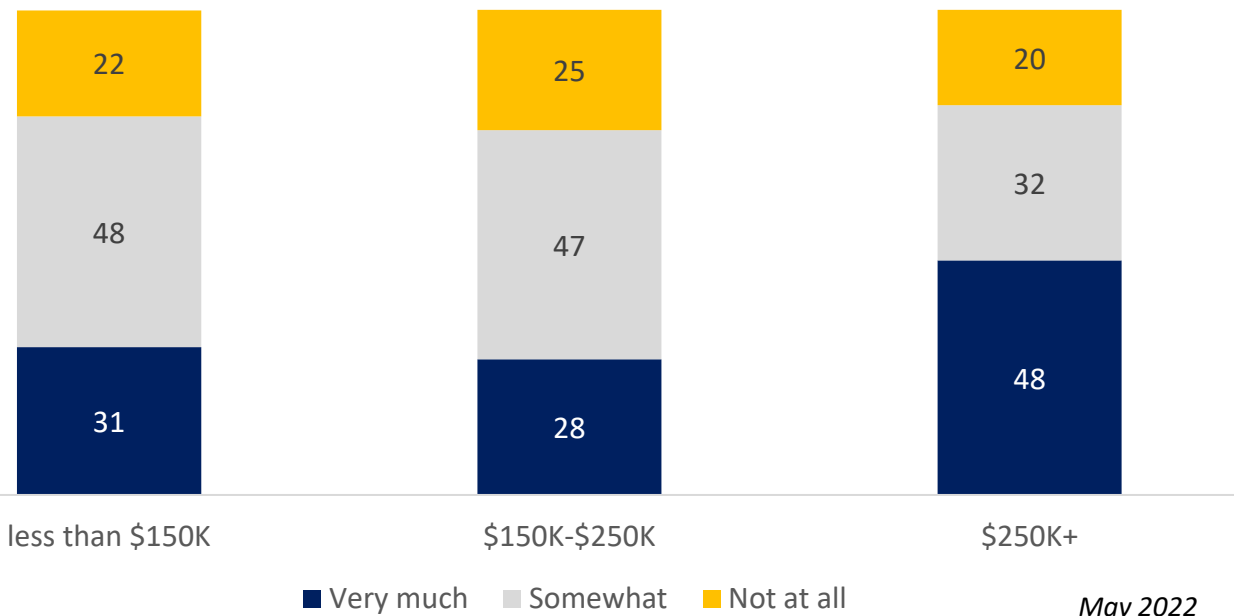
# I'LL BE MORE PROACTIVE IN REDUCING THE IMPACT OF MY TRAVEL ON THE ENVIRONMENT



(Base: All respondents, 4,017 completed surveys. Data collected December 15-25, 2022.)



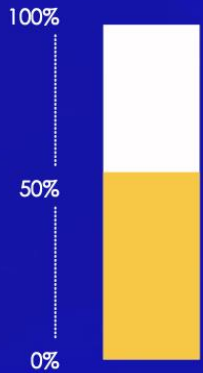
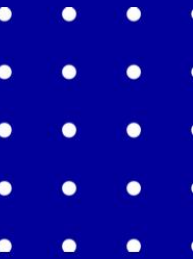
## Importance of a Destination's Commitment to Sustainability in Choosing a Place to Visit



May 2022



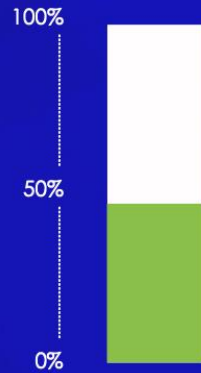
# Consumers are seeking sustainable travel information **from trusted travel resources and providers**



**50%**



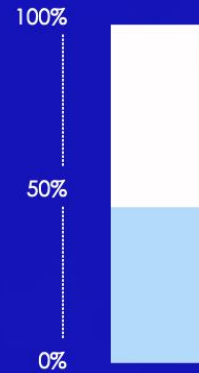
Local destination, tourism, or visitor resource groups



**47%**



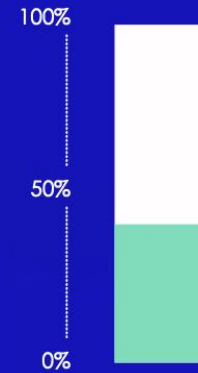
Lodging providers, such as hotels and vacation rentals



**46%**



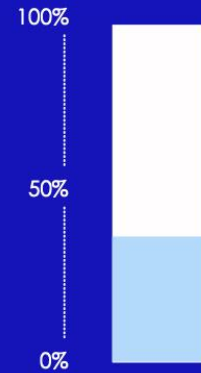
Transportation providers, such as airlines, car rentals, and trains



**41%**



Independent travel agencies or providers



**37%**



Third-party booking websites



# 3 Transformational Opportunities

## 1. DESTINATION ALIGNMENT


Aligning the public, private and civic sectors drives destination performance

## 2. SUSTAINABLE DEVELOPMENT

Destination and product development should marry people, planet, profit and policy

## 3. VALUES BASED MARKETING

Community values, goals and energy are the new competitive advantage

An aerial photograph of North Myrtle Beach, South Carolina. The image shows a long, straight coastline with a wide sandy beach. A long wooden pier extends from the beach into the ocean on the left side. The ocean is a deep blue, and waves are breaking onto the shore. To the right of the beach, there is a dense residential area with many houses and several tall, modern apartment buildings. In the background, there is a large area of green trees and a body of water. The sky is clear and blue.

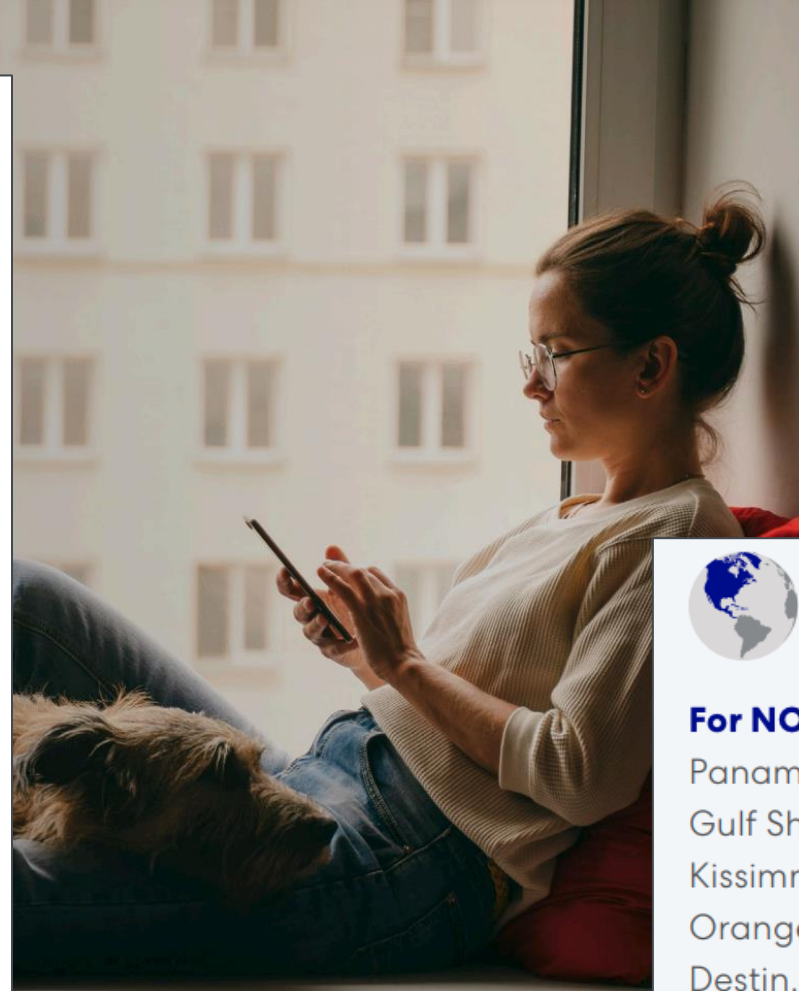
North Myrtle Beach has a unique opportunity to carve out an identity as a sustainable destination.





## Vacation rental destination trends

Domestic travel continues to drive the vacation rental category, though in Q1, travelers ventured to new inter-regional destinations by the water. Travelers from NORAM continued to seek out warm weather getaways in Q1, with several new hot spots appearing on the list of top-booked Vrbo destinations, including Orange Beach, Destin, Miramar Beach, Hilton Head, and Myrtle Beach. For



### For NORAM travelers

- Panama City Beach, Florida
- Gulf Shores, Alabama
- Kissimmee, Florida
- Orange Beach, Alabama\*
- Destin, Florida\*
- Hilton Head, South Carolina\*
- Myrtle Beach, South Carolina\*
- Sevierville, Tennessee
- Lahaina, Hawaii
- Miramar Beach, Florida\*

2023 | Q2

# Traveler Insights



You can Afford to be picky about who  
you target.

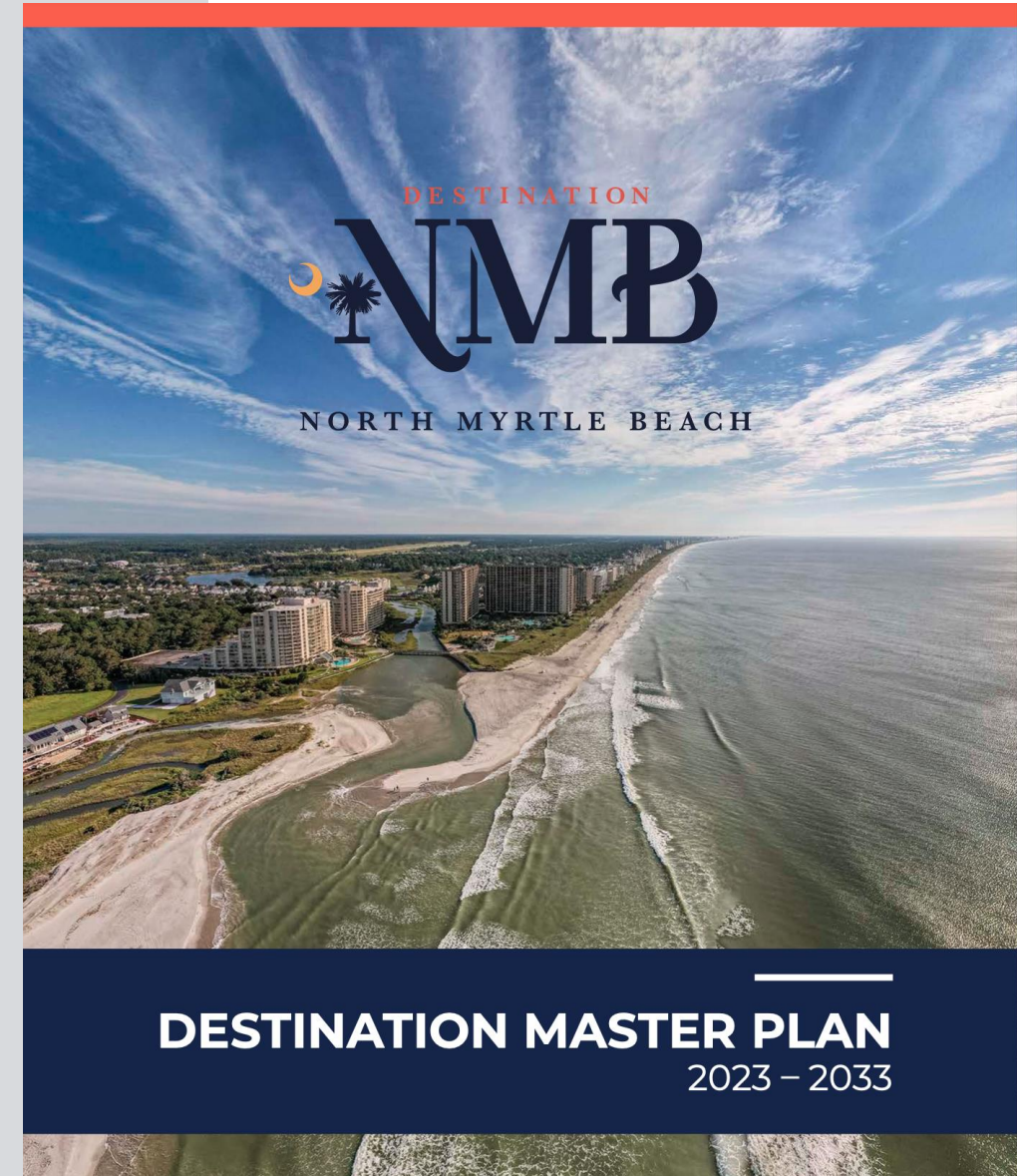


Hit  
pause

# Encouraging Diversity is a Goal

Create program for local hospitality providers to provide a warm welcome for people of all abilities.

- Develop an intentional strategy to welcome diverse business owners and employees of all backgrounds.
- Celebrate diverse cultures such as the Gullah culture in showcasing the region's history.





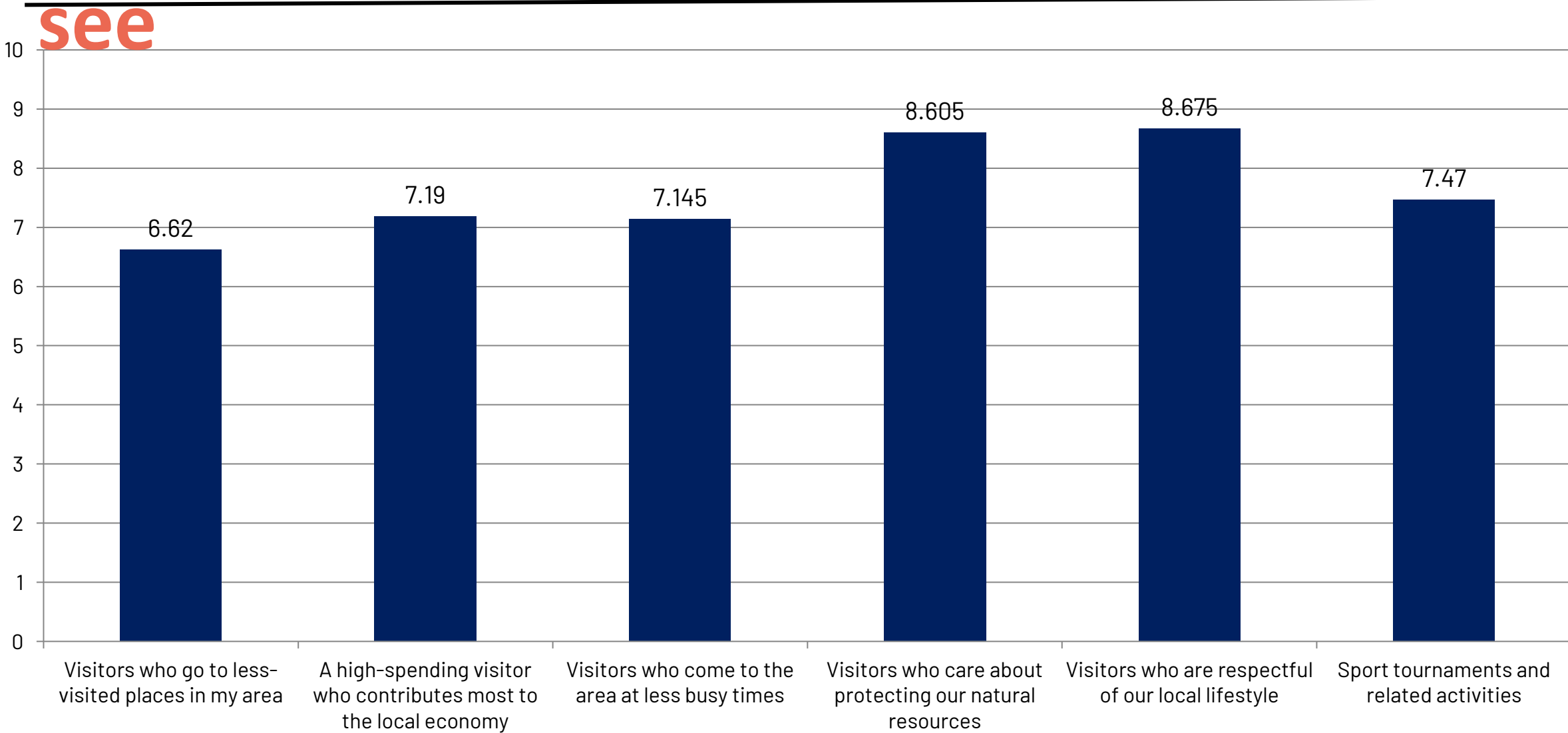


It's about choosing your priority traveler.  
You've already chosen to be a family  
destination.



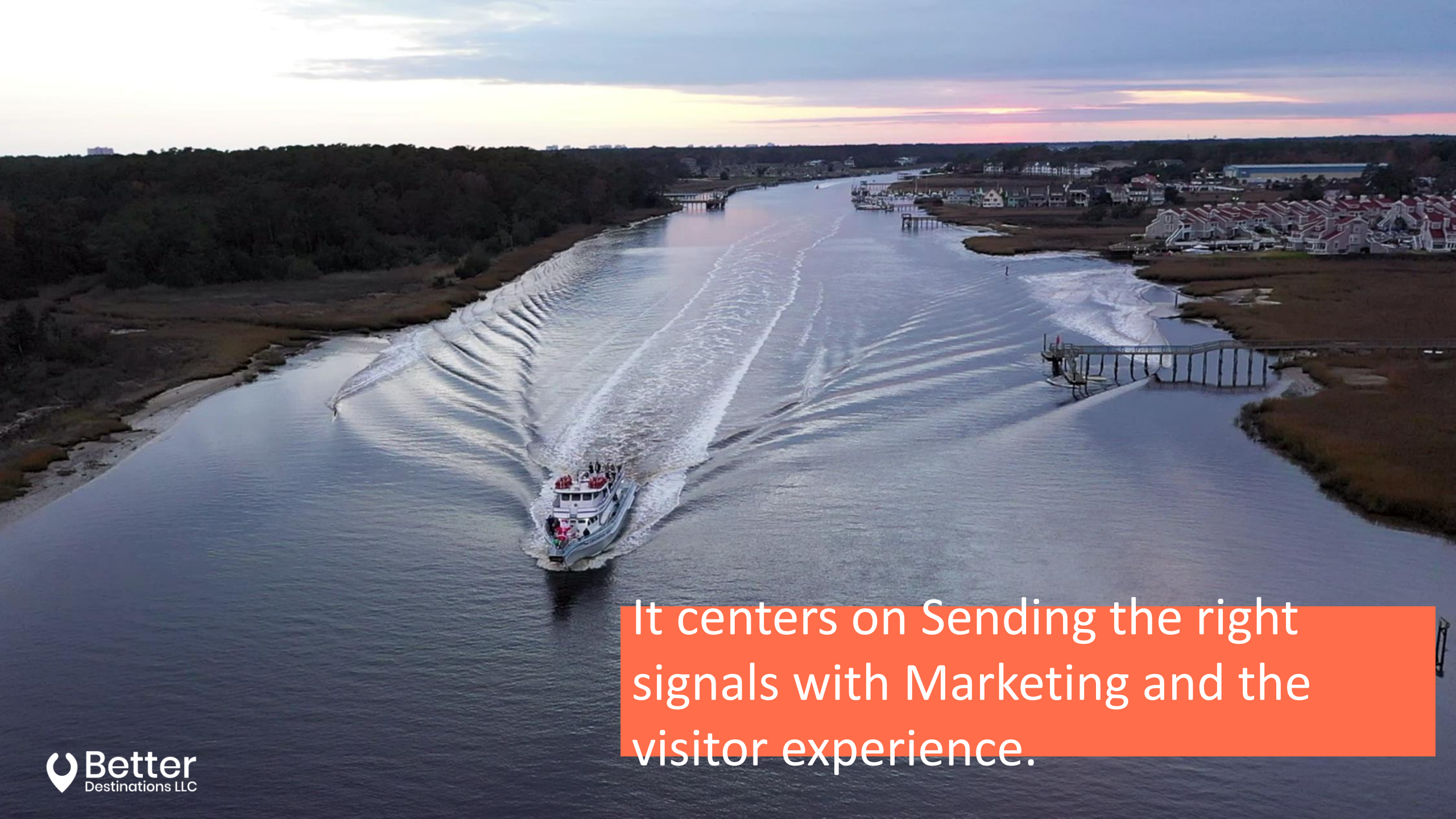
# The visitors your residents would like to

To support North Myrtle Beach's tourism economy, Tourism North Myrtle Beach should focus on attracting....



# How does this work?





It centers on Sending the right signals with Marketing and the visitor experience.

You are  
inspiring  
visitors  
with  
Values-  
based  
Marketing







Develop more experiences that attract visitors who care about your community and natural resources.





**Goal #1 Pursue agreement on beach ordinances to allow for ease of use, access and major event approval.**



**Goal  
#1** Advocate for a state park.

# **Waites Island: The last undeveloped stretch of Carolina coastland**





**Goal #2** Develop trails with connectivity for walking, cycling and e-bikes.

**Goal #2** Build a network of EV charging stations.



Reduce impacts  
on Natural  
resources.



# Goal#1

## Initiatives

- Partner with existing organizations to develop experiences for visitors to learn and participate in sustainability initiatives, such as Sea Turtle Patrol.
- Partner with Leave No Trace to create impactful stewardship messaging.
- Create a tourism education/exploration program for new residents





**Goal #1** Require sustainability strategies for all event organizers.

**Goal #2** Complete a destination sustainability assessment, address opportunities.

**Goal #4** Add visually appealing recycling and trash can on beaches, neighborhoods

# **‘Community-Positive’ Tourism**





Link tourism to resident quality of  
life.

# Goals #1 & 4

## Initiatives

- **Develop a permanent, year-round performing arts venue.**
- **Pursue retail and dining opportunities attractive to visitors and residents.**
- **Ally with cultural groups in Myrtle Beach to consistently offer performances in North Myrtle Beach.**
- **Create a public arts program that showcases each neighborhood, its history and culture.**





# You can play these roles as well

## **ADVOCATE**

There will be instances where Destination North Myrtle Beach will advocate for the advancement of strategic initiatives that will advance the area for the benefit of visitors and residents.

## **CONVENER**

Destination North Myrtle Beach may be the conveners of groups and those in positions to advance initiatives.

## **LEADER**

There will be instances where Destination North Myrtle Beach takes the lead as the organization to advance initiatives.

## **SUPPORT**

Finally, Destination North Myrtle Beach will be the supporting or partnering organization on initiatives with other leading organizations.

A wide-angle photograph of a beach at sunset. The sun is a bright, glowing orb on the horizon, casting a long, shimmering reflection across the ocean. The sky is a deep orange and yellow. In the foreground, the sand is dark and shows distinct, wavy ripples. To the left, a sand dune is covered with dry, tangled beach grass. The ocean has small, white-capped waves breaking near the shore.

**Thank you**

---

**Questions?**

