

NORTH MYRTLE BEACH

MARKETING OUTLOOK SUMMIT 2023

Destination North Myrtle Beach & Miles Partnership

Destination North Myrtle Beach



Cheryl Y. Kilday, CDME



Erin Graham Marketing Director



Wimberly Hubert Destination Services



Nick Falcone Business Development Director



Pierce Edge Digital Communications & CRM Manager

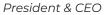


Nick LaRosa Controller



Charlene Lynam

Visitor Services Coordinator





Sr. Director of Community

Relations & Advocacy



Your Miles Team



Lauren Bourgoing

Vice President, Account Director



Lauryn Peterson Account Supervisor



Krystal Woodard Project Manager



Samantha Davis Senior Media Planner



Melissa Bartalos Content Strategist



Courtney Spiess Content Director







Melissa Juneau Art Director

OUR PARTNERSHIP EFFORTS DURING THIS FISCAL YEAR

Year to Date Review
Research highlights
OVG 2022 - 2023 & Upcoming 2024
Explore Brand

- Research
- Updated Brand Platform
- Photoshoot
- New Logo
- Brand Launch
- Looking Forward

Website - Year in Review (July 2022 - April 2023)

1,688,295

Pageviews (up 12% YTD)

User Traffic By Location

935,113 Sessions (*up 26% YTD*)

59.18%

Bounce Rate

Better than industry benchmark of 60%



- 1. North Carolina
- 2. South Carolina
- 3. Georgia
- 4. Virginia
- 5. Pennsylvania
- 6. Ohio
- 7. New York
- 8. Michigan
- 9. Florida
- 10. Tennessee



SEO & Organic Traffic Review (July 2022 - April 2023)



Organic Sessions

7.2%— Increase YOY

46% Bounce Rate

75K+ External Partner Website Visits





Dynamic Content Performance

Event Action	Average Session Duration	Pages/Sessions
Default	0:45	1.57
Outdoor Persona	2:34	3.33
Local Persona	6:30	5.48
Family Persona	7:15	5.44
Entertainment Persona	4:57	4.03
Dining Persona	9:16	7.42
Adventure Persona	7:42	5.87

4.63%

% of Sessions

242.79%

Pages/Sessions (improvement over default)

814.79%

Duration (Improvement over default)





Email Marketing - Year in Review (July 2022 - April 2023)



Delivery Rate

Open Rate

29.28% Above Industry Average

57.06% vs. 27.77%

Click Rate

0.56% Above Industry Average

2.98% vs. 2.42%



Current PR efforts to date

FORRES > LIFESTVLE > TRAVEL

13 Story Angles

> **19** Mentions







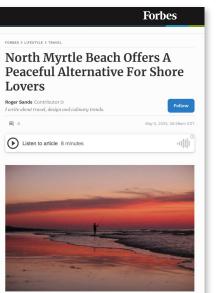
Forbes

f St. Patrick's Day parades can be a fun way to celebrate this Irish holiday. While many of them fall on March 17th, some parades may happen earlier or even later from that official date; they can also include other types of events to go along with the festivities. Here are a variety of St. Patrick's Day Parades and happenings across the United States to say Erin Go Braugh!



Manchester's St. Patrick's Day Parade in New Hampshire has a 2.5-mile-long route. MANCHESTER'S ST. PATRICK'S DAY PARADE

Manchester's St. Patrick's Day Parade



Visitors and locals enjoy the calm atmosphere of North Myrtle Beach. DESTINATION NORTH MYRTLE BEACH

Although people often mistake the two areas as one, Myrtle Beach and North Myrtle Beach are actually two entirely separate cities in South Carolina. And while the city of Myrtle Beach might be more popular for



FY22-23 Media Partners





FY22-23 Markets

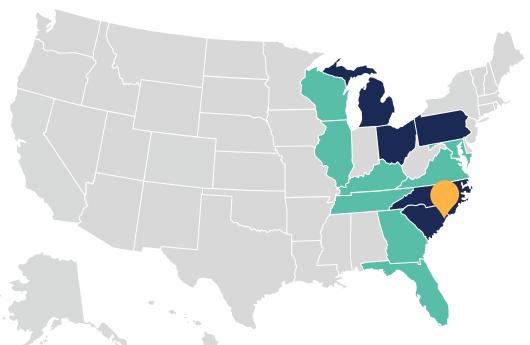
Primary

North Carolina South Carolina Ohio Pennsylvania Michigan

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Secondary

New Jersey Wisconsin Kentucky Tennessee Georgia Virginia Illinois Florida



Research Source: MRI and Google Analytics



Paid Media - Year in Review (July 2022 - April 2023)

91M Total Impressions 634k+ Total Clicks 32% Average Engaged Visitor Rate (Industry Benchmark 20%)

SEM

1.5M+ Total Impressions

249K+ Total Clicks

16.04% CTR (Industry Benchmark 4.7%)

Digital

60.9M+ Total Impressions

155K+ Total Clicks 0.26% CTR (Industry Benchmark 0.08%)

Meta

20.4M+ Total Impressions

193K+ Total Clicks

0.95%

CTR (Industry Benchmark 0.90%)

Pinterest

8.1M+ Total Impressions

36K+ Total Clicks

0.45% CTR (Industry Benchmark 0.28%)



Nativo - Year in Review (July 2022 - March 2023)

9,841,299

Impressions

30,021 Pageviews

2x Benchmark

Time spent (62s vs 30s benchmark)

2x Benchmark

CTR (4.98% vs 2.3-2.7% benchmark)

FodorsTrovel summers over severations are rowe From Cuisines to Concerts: Experience the Best of North Myrtle Beach f 🔽 in 😰 📼 FLOCALE & EXPLORE NMB LIKE O

Day Trips & Exciting Nights

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Undertone - Year in Review (July 2022 - March 2023)

10,507,281

Impressions

78+ Hours

Engaging with NMB Page Grabber Averaging 54s in unit (2x benchmark 23-26s)

2.54% CTR

2.70% Interaction Rate

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Undertone System1 Methodology

FACT:

95% of decisions are based on **emotions.**

System1 uses tools to read **facial expressions**

150 panelists, 30-55yo, HHI \$70K+, Planning to Travel for Leisure in the next 12 Months, located in NC, SC, OH, PA, or MI





Undertone System1 Results



Unaided Brand Recall

Q: Which destination do you think this ad was for?





Consideration Intent

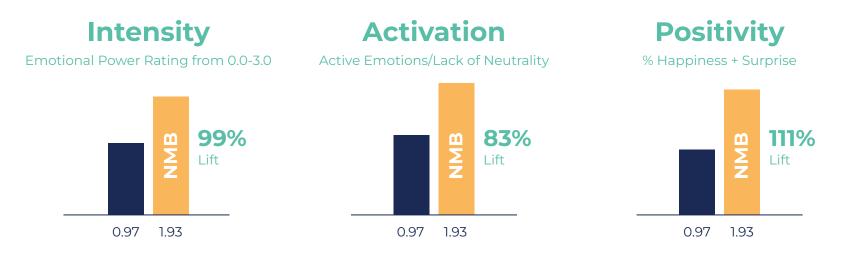
Q: How likely are you to consider visit this destination for your next vacation?

2X Kandar Destination Norm



Undertone System1 Results

NORTH MYRTLE BEACH EXCEEDED BOTH STANDARD AND UNDERTONE BENCHMARKS ACROSS EVERY EMOTIONAL METRIC





ELITE 5-STAR PERFORMANCE * * * * * The Creative Lands in the TOP 1% of ALL

CAMPAIGNS Measured by System1



UT Destination Average = 3 Stars, "Good"





Sojern Results (Sep 22, 2022 - Mar 22, 2023)



3,557 Confirmed Travelers \$645 Average Spend per Traveler Confirmed Travelers **x** Average Spend per Traveler **=**

\$2,294,265

Estimated Economic Impact

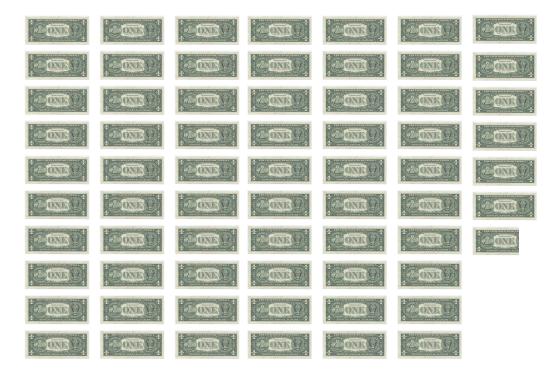
\$34,300 Media Spend to Date



Sojern Results (Sep 22, 2022 - Mar 22, 2023)

(2000)

For every **\$1** spent on Media, **\$66.9** is spent by visitors!



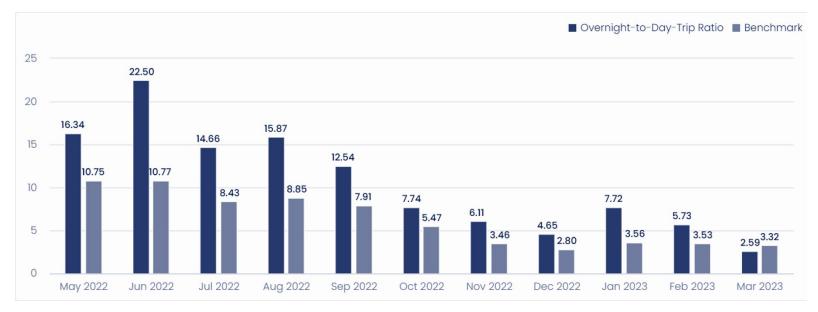






Zartico Results from NMB OVERIGHT TO DAY TRIP

Ratio & Benchmark

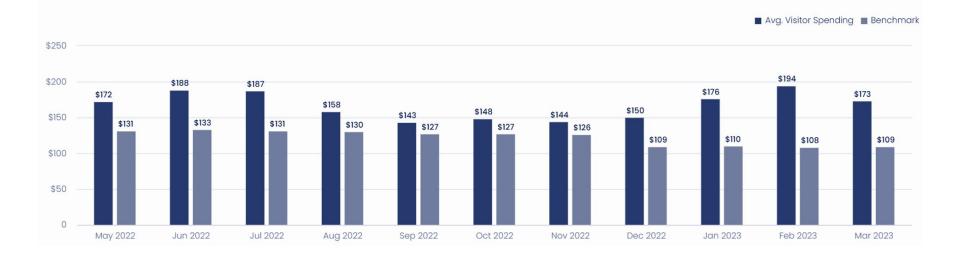






Zartico Results from NMB AVERAGE VISITOR SPEND

Average & Benchmark

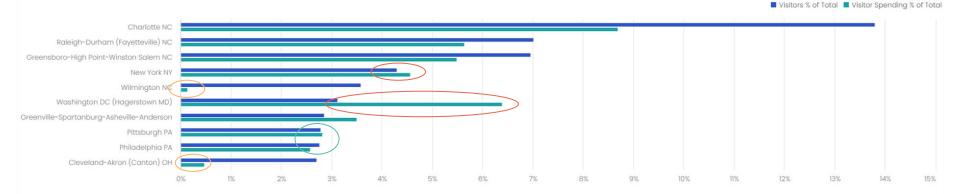






Zartico Results from NMB VISITATION VS SPEND











Zartico Results from NMB VISITATION BY REGION





IAC Outstanding Integrated Ad Campaign Winner





Submissions for Internet Advertising Competition Awards

North Myrtle Beach Means MORE Integrated Campaign Online Video



Undertone Ad





Official Visitor Guide

2

Evolved Visitor Guide w/ Expanded Content





2023 Visitor Guide Facts

45K+

2023 guides distributed through April! Already more than last year (15,721)

- Welcome Centers
- AAA Offices
- Individual Requests (Over 20K!)
- Local Attractions & Accommodations



Visitor Guide Conversion Ad resulted in **3,006 OVG orders** at a cost per guide order of **\$0.73**

> Cost per guide conversion is down **65% YOY**

The OVG Ad had the **lowest bounce rate (33%)** and **highest average session duration (1:17)** of our social campaigns





2024 OVG Advertising Opportunities

Early Bird Discount through June 30, 2023!

- Front & Back Cover Opportunities, Spread, Full page, Half page, Quarter page
- **12** Co-op advertising opportunities spotlight businesses affordably and effectively.
- Full page & Half page Advertorials (enhance your ad with content)
- Extended reach through the digital version of the guide available on explorenorthmyrtlebeach.com and social channels.







Explore Brand Updates

270000

7 in 10 Travelers served are interested in visiting North Myrtle Beach in the next 2 years

58% Of past visitors consider a return trip to North Myrtle Beach in the next year

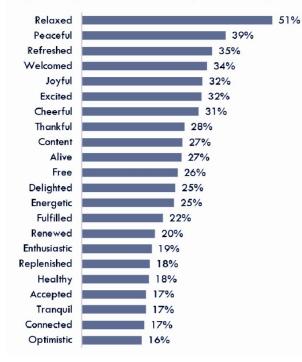
3 Of the target audience associates North Myrtle Beach with family-friendly and water activities

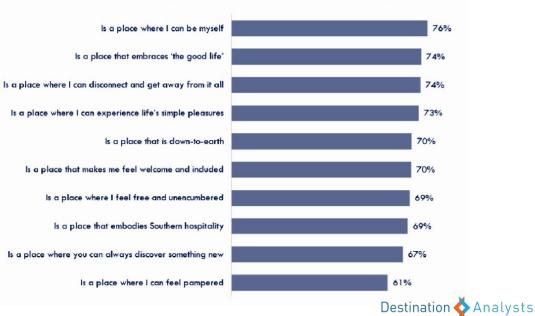
Add DA logo





Top Feelings Evoked Last North Myrtle Beach Trip

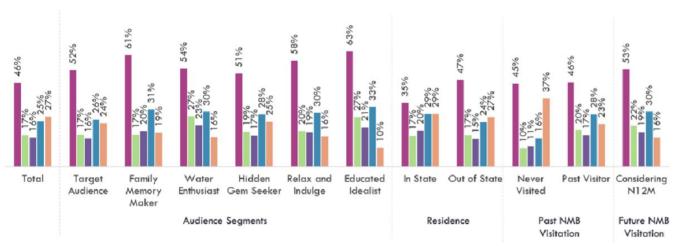




North Myrtle Beach Brand Promise Top 2 Box Agreement



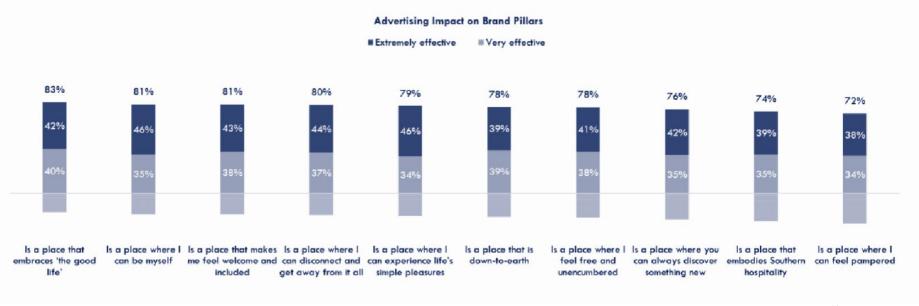
Action Taken After Seeing North Myrtle Beach Means More Advertising



- Researched North Myrtle Beach as a travel destination
- Booked a trip to North Myrtle Beach
- Lengthened a planned stay in North Myrtle Beach
- Added additional activities/attractions on a planned stay in North Myrtle Beach
- No impact

Destination 🔶 Analysts









Brand Positioning Statement

In North Myrtle Beach, fun and relaxing coastal experiences flow naturally. Whether enjoying pristine beaches, boating, outdoor adventures, family attractions, waterfront dining, eclectic shopping, or lively events, you can vacation how you want – savoring familiar favorites and making new discoveries along the way. Like a sunrise, the destination offers the tried-and-true and the new. These timeless, memorable experiences connect friends and families across generations with every visit.

Brand Promise/The One Thing

In **North Myrtle Beach**, fun and relaxing coastal experiences flow naturally.









Messaging

CORE BRAND PILLARS

FUN ON	TIMELESS	LOCAL	RELAXED	CHERISHED HERITAGE
THE WATER	EXPERIENCES	FLAVOR	PACE	& COMMUNITY
Find seaside adventures in North Myrtle Beach. Soak up the sun on nine miles of beaches. Make a splash in the ocean or on your kayak exploring the salt marsh. Feel the rush of parasailing and jet-skiing, or experience the thrill of reeling in your catch.	Our attractions go beyond our pristine beaches. Discover multi-faceted and fun adventures, from exploring nature preserves and horseback riding on the beach to shopping, dining, and golfing. Start traditions that will live on for generations, and make memories that will keep you and your family coming back for more.	Get a taste of North Myrtle Beach. We offer an array of flavors, from fresh seafood to aged steak to seasonal wine and brews. Savor water views, kick back with live entertainment, and experience our warm personality. Whether you go somewhere new or tried-and-true, fulfilling experiences are on the menu.	In North Myrtle Beach, you have room to breathe and time to relax. Enjoy life's simple pleasures and find ways to unwind. Whether you're strolling down Main Street, walking the beach, cruising on your bike for ice cream, or boating down the intracoastal waterway, it's easy to vacation how you want.	As a community, we take pride in our southern hospitality and share our legacy of beach music and the shag dance with all. We value inclusivity and accessibility in everything we do. We care about sustainability – protecting and preserving what's important to us.



Brand Voice

When we talk, North Myrtle Beach sounds:

Casual

We're easy-going. Our conversations are honest and natural.

Inviting

We're welcoming and friendly. Southern hospitality is our specialty.

Current

We're traditional with a modern twist. We know what's trending.

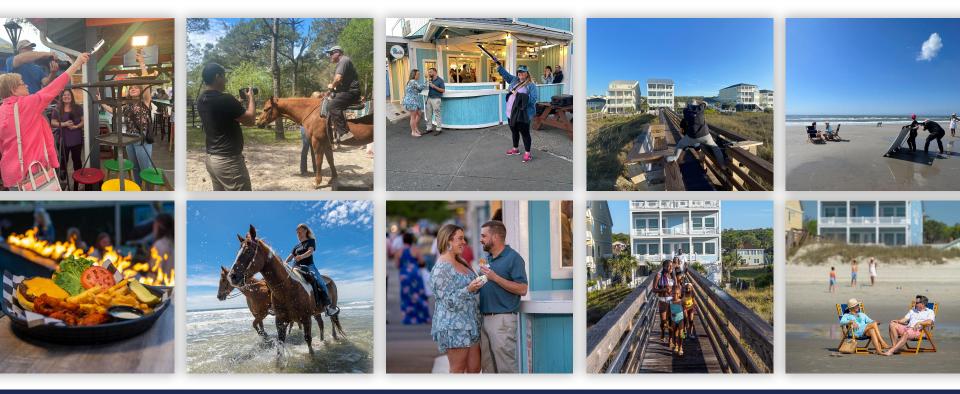






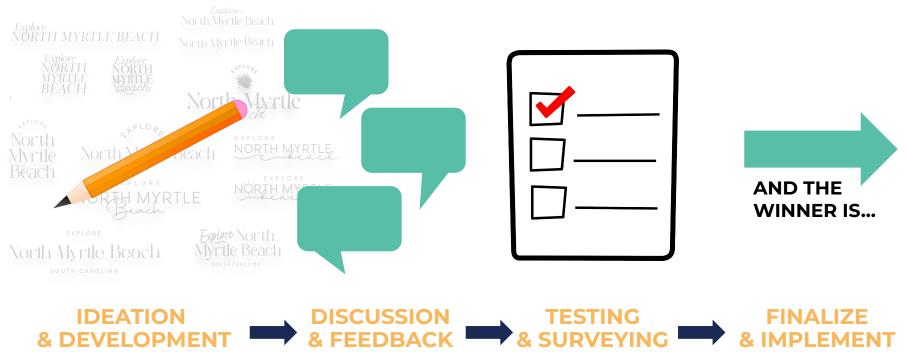


April 2023 Photo Shoot & Behind the Scenes





Logo Evolution





EXPLORE NORTH MYRTLE BEACH



Destination Analysts Testing

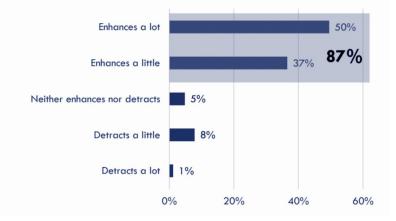


Do you feel that this logo is representative of the destination description?





Does the Sun Icon Enhance or Detract from the Look & Feel?



No, 17%





Updated Color Palette

PRIMARY COLOR SCHEME

SECONDARY COLOR SCHEME **DESTINATION NMB COLOR SCHEME**





Explore NMB (re)Brand Launch

Media Plan to launch

- All high-impact and video driven executions
- Winston-Salem Dash MLB Sponsorship
- Simpleview (SMiles) re-skin

PR Efforts







Building On What's Working

- Continued PR strategy
- Telling our cultural stories.
 Shag 40th Anniversary







Building On What's Working

- Becoming an Autism Ready Organization
- Hitting holes-in-one



CHAMPION AUTISM NETWORK







Building On What's Working

- Expanding our Sustainable Visitation Efforts
- Diving into research







THANK YOU



EXPLORE NORTH MYRTLE BEACH