

Myrtle Beach seeks to attract golfers

“The beach gets golfers. Golfers get the beach.”

That is the marketing slogan for the Myrtle Beach golf market this spring as golf and tourism leaders on the Grand Strand try to entice golfers to travel to the beach in pre-pandemic numbers for the normally lucrative spring season, which essentially runs through May.

The slogan is included in much of the advertising done by the Golf Tourism Solutions marketing and technology agency that promotes the Myrtle Beach market, and it is in conjunction with a Myrtle Beach Area Chamber of Commerce advertising campaign.

Because of the coronavirus' impact on travel, particularly the drop in airline travel, GTS has been focusing its advertising campaign early this year on regional drive markets.

A lot of the messaging reminds golfers their sport is relatively safe to play as it pertains to COVID.

Content includes podcasts, social media posts, instruction videos and golf news.

– myrtlebeachonline.com



Pure Michigan narrows focus closer to home

The Pure Michigan campaign that for 15 years has worked to brand and change perceptions of Michigan will focus on in-state and regional travelers this summer as opposed to a nationwide campaign.

Travel Michigan, an arm of the Michigan Economic Development Corp., is spending \$7.5 million on a warm weather advertising campaign that started in April across the Midwest. Another \$1.6 million from 20 industry partners adds to the promotion and includes \$400,000 contributions each from Traverse City Tourism, Experience Grand Rapids and the Great Lakes Bay Regional Convention & Visitors Bureau.

In mounting only in-state and regional campaigns this year and encouraging people to “travel safely” amid COVID-19, Travel Michigan decided to forgo national ads that have helped to draw vacationers to the state from as far away as New York and Texas.

“This is not the year to be doing that anyway” as the COVID-19 pandemic drags on into a second year, said Travel Michigan Vice President Dave Lorenz.

Pure Michigan resumed after the campaign went unfunded in the state’s 2020 fiscal year and operates in 2021 with \$15 million, far less than the \$35 million to \$36 million legislators appropriated annually to Travel Michigan. Lorenz called the \$15 million for Pure Michigan an “appropriate amount for us this year because we’re on this ramp-up time right now.”

In promoting the state as a summer travel destination, Travel Michigan ads will focus on “lesser known” places, encourage people to travel safely, and use a theme of “let’s catch up” for lost time to push a revival of the industry.

The warm weather campaign that began this month runs through July 4 and uses television, radio and billboard advertising in key markets.

– mibiz.com



Gulf Shores/Orange Beach spends federal CARES cash on campaign

As Alabama's beach season heats up Gulf Shores and Orange Beach tourism officials are gearing up for new ad campaigns paid for in part by COVID-19 relief money coming out of Washington.

The plan is to reach out to as many travelers as possible especially those in drive markets, to help recover from tourism losses caused by the pandemic. New commercials will air in places like Tennessee, Kentucky and Georgia, and other parts of the Southeast.

"It's really that the CARES Act grant was to ensure economic resiliency, economic recovery, job retention, and job creation," said Beth Gendler

CEO of Gulf Shores/ Orange Beach Tourism.

This time last year the pandemic was in full swing, and everything was closed including the beaches, which did not reopen until May 1, 2020.

Now through a CARES Act grant, which was applied for in October, the federal government will give the Convention and Visitors Bureau \$800,000 for marketing programs. The money will be combined with \$200,000 in local funding.

Gendler said that's a million dollars that will pay for radio/ television ads and print and billboard marketing. The goal is to bring thousands of people back to the beach and to

outdoor activities with a push to highlight the Gulf State Park.

"Because that's a big thing still people want to be outside and want to feel safe. They may be interested in trails, birding and with the gulf state park we have so much," Gendler said.

Officials hope to boost business and reclaim tourists who couldn't visit during the COVID-19 shutdown. Business owners have compared the loss to the fallout from the Gulf Oil Spill of 2010, and the problem was made all the worse by damage from Hurricane Sally in September.

– *mynbc15.com*



Bradenton campaign asks for good behavior

The Bradenton Area Convention and Visitors Bureau has launched a new marketing campaign, "Love It Like A Local," designed to encourage tourists to visit responsibly at area beaches.

Anna Maria Island beaches historically attract a large number of in-state families in the summer, according to CVB Marketing and Communications Director Kelly Clark, who introduced the campaign at a Manatee County Tourist

Development Council meeting.

The campaign focuses on four main pillars of preservation: Respect for wildlife, sustainability, cleanliness and appreciation for the shores and land. The CVB said it will use its social media channels to share a series of tips in a lighthearted manner.

The campaign kicked off April 22, which was Earth Day.

– *amisun.com*