



**Advertising/Publicity Committee Meeting Minutes
November 3, 2010**

Ad/Publicity Committee Members in Attendance: Barb Krumm, Ryan Swaim, Stephen Chapman, Annette Shepherd, Barry Thigpen, Jim Creel Jr, Craig Conrad, David Brittain, Charlie Bradshaw, Lauren Morris, Tiffany Andrews, Matt Klugman, David Carfolite, Nate Anderson, Leslie Fryar, Sherri Gray, Charlie Bradshaw, Cindy Singleton

Staff in Attendance: Scott Schult, Tina Pace, Kimberly Miles, Nora Hembree

Call to Order: Scott Schult at 3:05 p.m.

Meeting Minutes: Approved

Airport Update: Lauren Morris

- Increase in parking and air travel capacity
- People from regional areas coming in and flying out of MYR
- Remote parking available
- Maternity leave in December

2011 Tourism Marketing Summit Preview: Scott Schult

- **Summer Visitor Assessment** (2100 people in-market and from 10 states)
 - 27% of surveyed were first time visitors
 - 82% saw advertising on Myrtle Beach (largest percentage against other destinations)
 - 85% saw or heard tagline: Visit Myrtle Beach the most; more than other destinations
 - 56% saw Internet ads, 46% saw TV
 - 74% have seen Visit Myrtle Beach logo
 - 78% saw or heard Visit Myrtle Beach dot com
 - 6 out of 10 first time visitors said advertising influenced their decision
 - Less than half of visitors from Gulf Coast region said oil spill impacted their travel
 - 94% first time visitor satisfied; 96% repeat visitor satisfied
 - 75% first time visitor interested in visiting again in future
 - 12% first time visitors flew to MYR this summer; 7% repeat visitor
 - 7 out of 10 said free night stay would influence them to stay
 - 5 out of 10 said restaurant offer
- **Fall Tracker Highlights**
 - Top 3 desired destinations to visit: Outer Banks, Hilton Head Island, Myrtle Beach
 - 43% saw Myrtle Beach advertising – second to Orlando at 74%
 - Time availability impacts leisure travel the most at 56%
 - Top travel motivator to Myrtle Beach area – discounted travel packages (42%) and free night stay (27%)
- **Travel Trends**
 - Search Engines drive 44% traffic to travel
 - 84% leisure travelers use Internet to book; 59% word of mouth (Down 4% from last year)
 - 65% go to Internet before even having a destination in mind
 - 58% look online for promotions or incentives for travel
 - 86% travelers watching online videos online (8 out of 10 watch YouTube)
 - Watching travel-related online videos: 41% personal, 63% business

- 6 out of 10 use online video to help decide destination; 60% use video to decide what to do in-destination
- By 2020 mobile device travel planning will surpass laptop or desktop PCs

2011 Marketing Preview: Scott Schult

- **2011 Resource Allocations (Advertising)**
 - 83% Leisure
 - 10% Golf Holiday
 - 4% Groups/Meetings
 - 3% Event Publicity
 - 50% Internet (search, display, email, video, social)
 - 38% TV
 - 5% Traditional
 - 5% Opportunity Promotion
 - 3% Production
- **PR Focus:**
 - Spring: Carolina Coastal Cuisine
 - Summer: Sun, Sand and Savings
 - Fall: Extreme Myrtle Beach
 - Winter: Lowcountry Culture
- **Out of Market Media Visits/Events:**
 - New York
 - Boston
 - Chicago
 - Atlanta
 - Washington DC/Baltimore
 - Toronto/Ontario

Meeting Adjourned at 4:20 p.m. / TDP