



MARKETING UPDATE

Myrtle Beach City Council

May 11, 2010

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TDF Receipts

<i>2009</i>	<i>\$ 1,987,494</i>
<i>2010</i>	<i><u>\$ 7,345,843</u></i>
<i>Rcvd. to date</i>	<i>\$ 9,333,337</i>



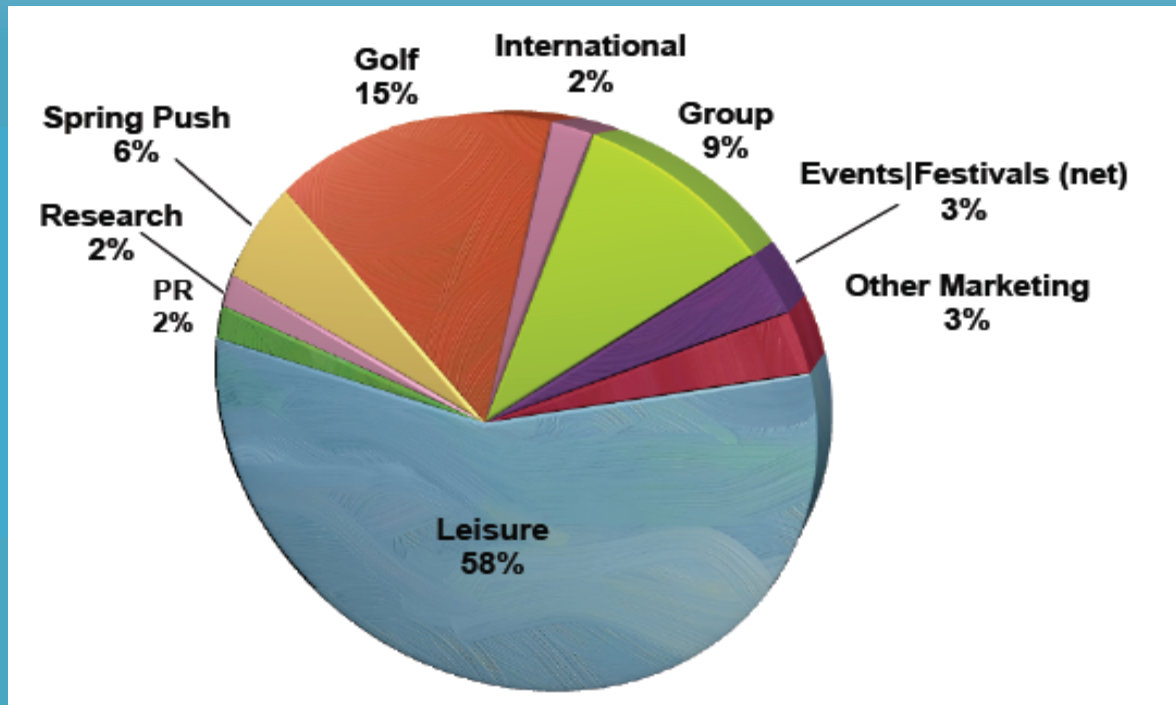
INVESTMENT

Digital Advertising	\$ 4,184,108
Television Advertising	\$ 4,813,464
Print Advertising	\$ 986,798
Radio Advertising	\$ 130,825
Outdoor Advertising	\$ 81,218
Direct Mail / Inq Fulfillment	\$ 1,951,889
Group/Sports	\$ 701,507
Promotion/Publicity	\$ 663,010
Research	\$ 410,199
Other	\$ 314,221
Total	\$14,237,239

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Allocations



Primary Targets



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Marketing Recap (January-April)

TV: 69 markets
250+ stations, partners
63.6 million households

Online: 4,000+ keyword searches
578 online ad publishers
28 direct buy partners

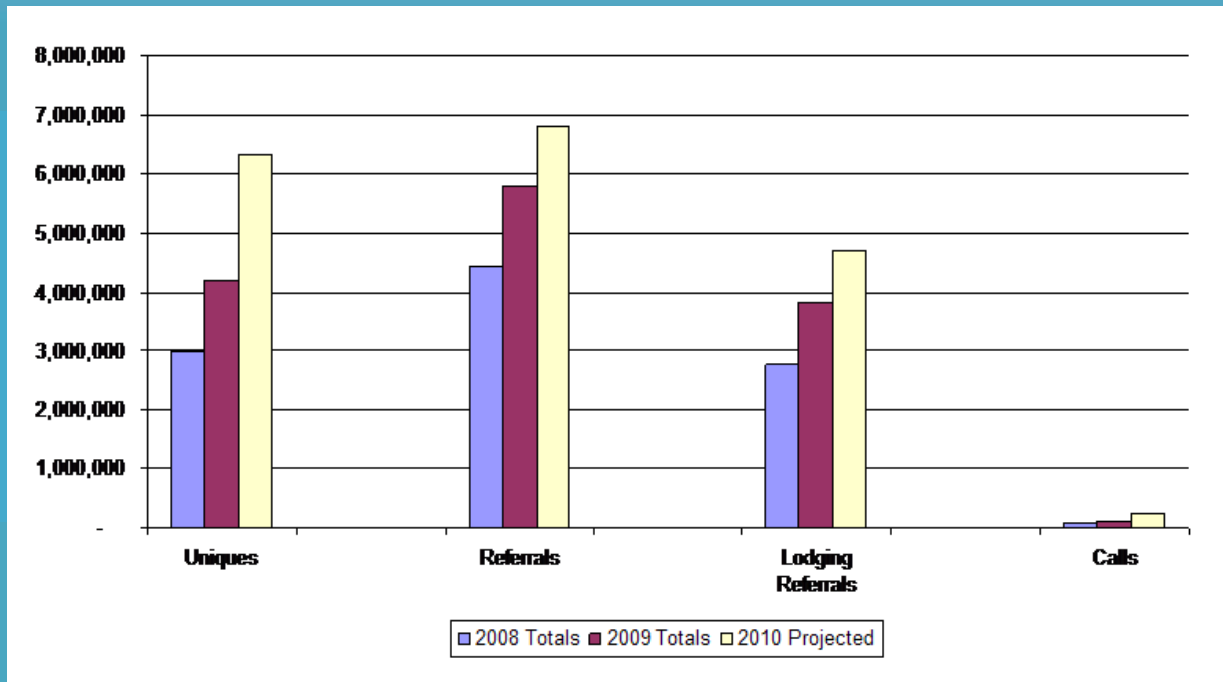
Unique User Sessions	2.1 million;	+51%
Business Referrals	2.4 million;	+27%
Phone Calls	64k;	+121%

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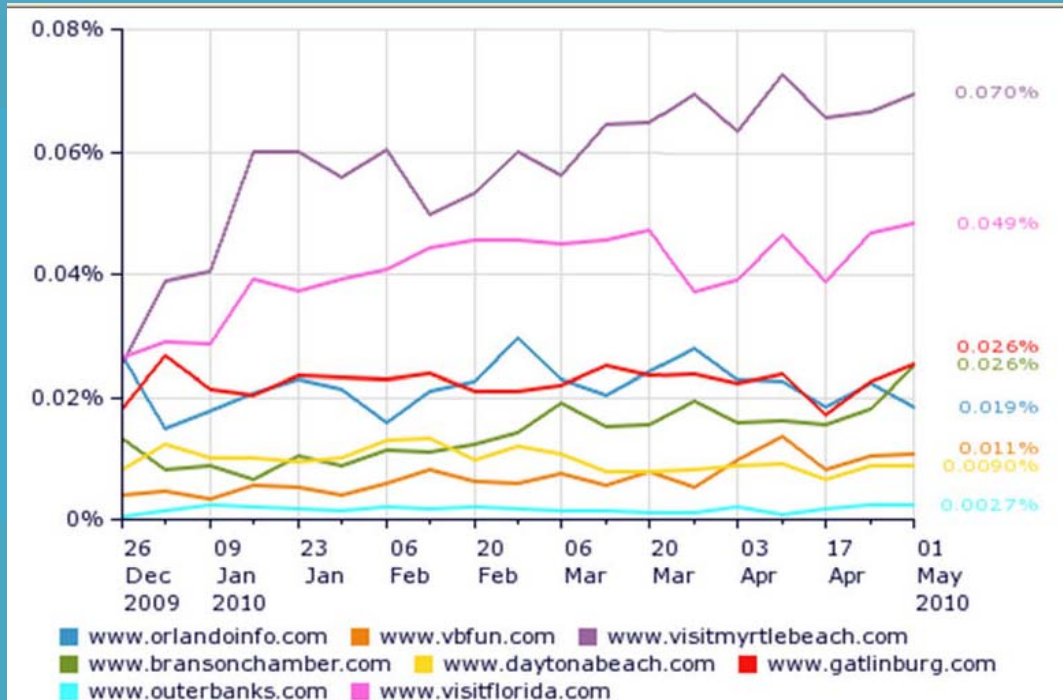
Results of Digital Promotion



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Competitive Comparison



Source: Hitwise 2010

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A background image showing a coastal city skyline with several high-rise buildings along the beachfront, meeting the ocean under a clear blue sky. The image is partially obscured by a teal gradient overlay.

Group Sales Recap

- 37 Trade Shows
- 4 Sales Blitzes
- 5 Key Sponsorships

179 leads (Jan-April)

30,992 room nights booked

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Increased Air Service

- ✓ Porter Airlines
- ✓ American Airlines
- ✓ New Service by Spirit, Allegiant
 - Atlanta, GA
 - Ft. Wayne, IN
 - Youngstown, OH
 - Knoxville, TN
 - Grand Rapids, MI

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Spring Promotion (April-May)

TV: 15 markets
50+ stations, partners

Online: 200+ keyword searches
170 online ad publishers

Radio: 44 stations

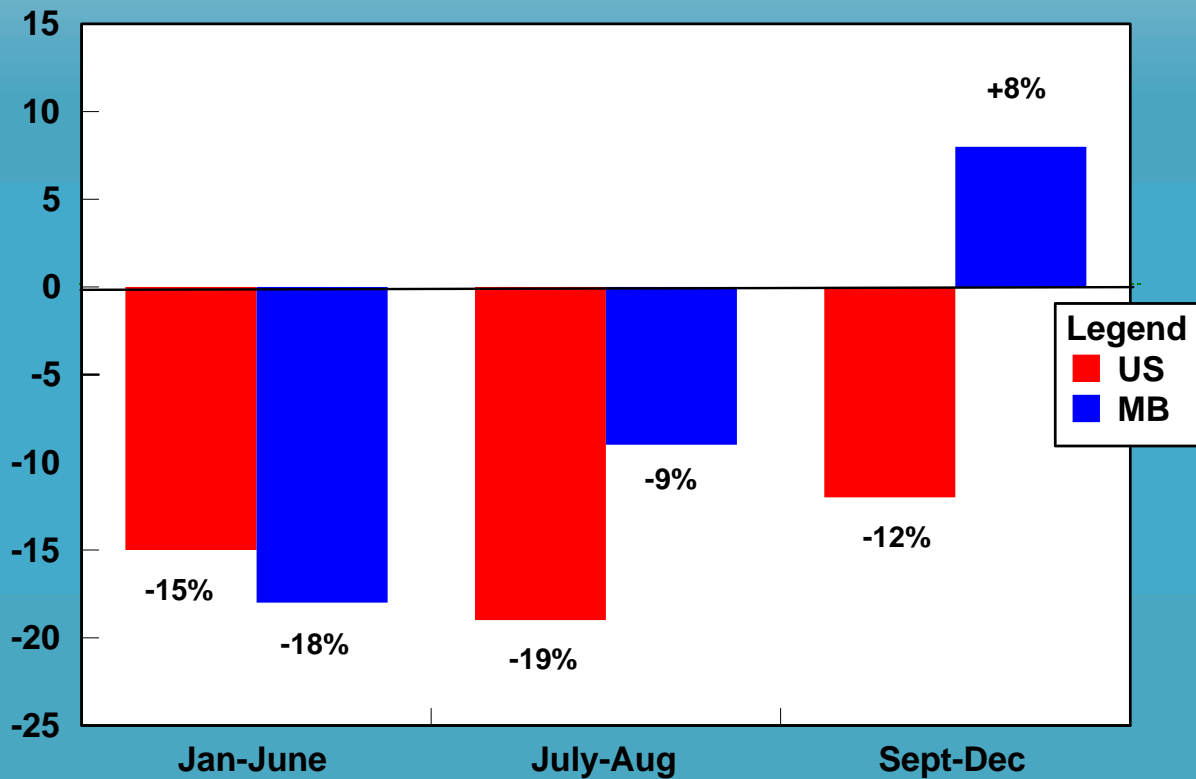
National: CBS Morning Show; TLC; USA Today

Unique User Sessions	77,985
Business Referrals	81,901
Phone Calls	3,133

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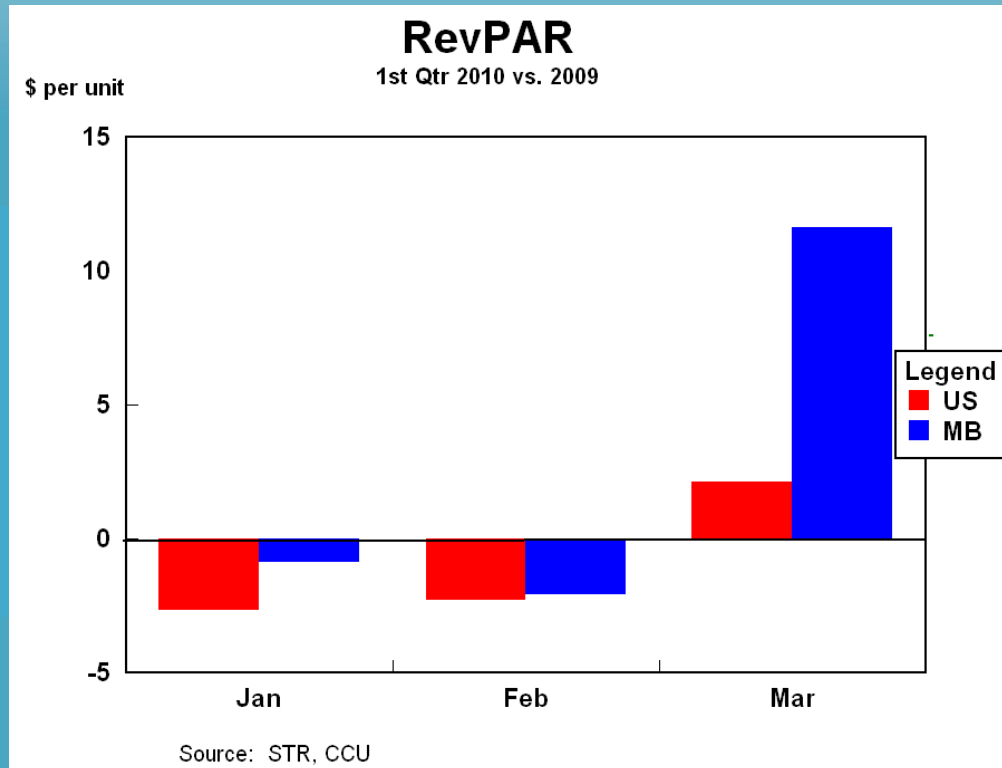
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2009 Results – Lodging Revenues



Source: STR, SCDOR

1Q 2010 Results - Lodging





2009 Conversion Study

Performed by independent research firm, measuring responses and results of all ad responses (both digital and other) and 2009 return-on-investment.

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2009 Conversion Study

Performed by independent research firm, measuring responses and results of all ad responses (both digital and other) and 2009 return-on-investment.

Findings

- *69% conversion rate in same year*
- *31% of converts were first-time visitors or had not visited in previous five years*
- *73% of non-converts plan to visit in 2010*
- *\$77 economic return for ever \$1 spent (excl. taxes)*
- *81% net promoter index*

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MyrtleBeachAreaMarketing.com

- *Expenditures*
- *Research*
- *Creative*
- *Markets & Media Sources*
- *Metrics & Measurements*
- *Committee Lists*
- *Meeting Minutes*

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A	D	E	F	G
VENDOR	DOLLARS SPENT	MEDIA TYPE	GEOGRAPHIC TARGET	DETAILS
Corinthian Media	\$60,470	TV	Albany-Schenectady-Troy	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$89,237	TV	Atlanta	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$91,278	TV	Augusta	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$113,575	TV	Baltimore	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$15,175	TV	Binghamton	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$114,818	TV	Boston	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$6,116	TV	Bluefield	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$23,073	TV	Bowling Green	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$131,061	TV	Buffalo	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$43,879	TV	Burlington-Plattsburgh	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$15,438	TV	Champaign & Springfield-Decatur	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$160,584	TV	Charleston-Huntington	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$173,261	TV	Charlotte	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$15,103	TV	Charlottesville	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$70,202	TV	Chatanooga	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$145,414	TV	Chicago	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$66,770	TV	Cincinnati	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$1,836	TV	Clarksburg	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$36,415	TV	Cleveland	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$63,681	TV	Columbus, OH	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$8,440	TV	Dallas	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$65,466	TV	Dayton	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$170,423	TV	Detroit	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$3,300	TV	Elmira	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$11,616	TV	Eric	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$15,565	TV	Flint	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$72,326	TV	Grand Rapids-Kalamazoo-Battle	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$162,852	TV	Greensboro-Winston-Salem-High	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$103,745	TV	Greenville-New Bern-Washington	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$83,117	TV	Greenville-Spartanburg-Ashevil	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$60,402	TV	Harrisburg-York-Lancaster-Leba	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$6,028	TV	Harrisonburg	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$56,365	TV	Hartford-New Haven	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign



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