Annual milestones to be reached by 2020 include:

- Welcoming 20 million visitors
- Welcoming 1 million deplanements at the Myrtle Beach International Airport
- Attracting 300,000 new group room nights
- Generating $8 billion in economic impact

Grand Strand 2020’s cumulative five-year impact on the Myrtle Beach Area will be:

- Welcoming 95 million visitors
- Welcoming 5.2 million deplanements at the Myrtle Beach International Airport
- Attracting 1.3 million new group room nights
- Creating 1,000 new jobs in tourism
- Generating $750 million in publicity (per industry standard advertising equivalency measurement)
- Generating 50,000 real estate leads from tourism marketing
- Attracting $200 million in capital investment
2017 Marketing Goals

- 12M Unique Website
- 9M Business Referrals
- 1.5M 1st Time Visits
- $250+ ROI
- $160M Earned Media Value
- 60 Qualified Media Visits
- 5% Growth in Deplanements MYR
Audience Mix

- Multi-Generational
- Couples
- Families
- Sports Enthusiasts
- Younger Generation
- Wedding Honeymoon
- Nature Enthusiasts
- Empty-Nesters/Seniors
- Girlfriend Getaways
- Groups/Meetings
- Family Golf
- Fishing Boating Water Activities
Audience Promotion

- Direct Fly Market Focus
- Northeast | Midwest Weather
- Summer Family Focus
- Late School
- 60 More Days
- Late Fall Deals
- Christmas
- Valentines
- Easter
- Beach House Giveaway
- Weddings & Honeymoons
- Spring Deals
- CCMF
- Summer Deals
- Boomers | MultiGen
- Winter Deals
- Girlfriend Getaways
- Camping/RV/Outdoors/Fishing/Nature
- Millennials
- Canada
- Holiday Push
- Winter Deals
- 60 More Days
- Canada
Marketing Investment

- Spring/Summer: 57%
- Fall: 14%
- Holiday: 2%
- Group: 9%
- International: 1%
- Golf: 8%
- Research: 2%
- PR: 5%
- Other Mktg: 2%
Paid Media Mix

- Digital: 73%
- TV: 17%
- Other: 9%
- Print: 1%
Destin, FL, USA

HomeAway

Arrive
Depart
Guests

Any Price
Any Bedrooms
Instant Book
More Filters
300+ Results

Sort By: HomeAway Sort
Price: Low to High
Distance from Downtown
Guest Rating
More

Additional fees apply. Taxes may be added.

1. Viewed 1,719 times in the last 48 hours
Newly Remodeled! Direct Gulf Front with Gorgeous Views!!!
1 bedroom 1 bathrooms 1 HB BA Sleeps 6
Wonderful 4.5/5 17 $93 avg/night

2. Viewed 336 times in the last 48 hours
Heron 603 ~ The Crown Jewel of Destin West!
~ 2,400 Sq Ft 3BR/3.5BA ~ Must See
3 bedrooms 3 bathrooms 1 HB BA Sleeps 10
Wonderful 4.5/5 19 $485 avg/night

Search when I move map

MYRTLE BEACH
Time!

PLAN
Your Beach Vacation
Today!
2017 PR Strategy

1. Media Hostings
   - Time Out New York
   - AAA
   - DREAMSCAPES
   - Chicago Tribune
   - TravelingMom
   - ENGLISH VACATION

2. Media Missions
   - Family Circle
   - bon appétit
   - TRAVELER
   - AP
   - USA TODAY
   - BRIDES
   - TRAVEL+LEISURE
   (NYC, DC, ATL, CHI, TORONTO)

3. In-Market Broadcast Coverage
   - The Weather Channel
   - AMHQ

4. Enhanced 60 More Days
   - 60 More Days of Summer
HOMEPAGE FEATURE

- 1.3 M Pageviews in 2016
- 1.2 M Pageviews in 2017 so far
Surfside Beach

The Family Beach

Sometime after the Revolutionary War, John M. Tillman’s 3,200 acre Ark Plantation was established and much of that land is now the town of Surfside Beach. After the Civil War, Tillman’s family divided the property and the area became known as Roach’s Beach and in the 1920s Plant Beach and then in 1932, Surfside Beach. Officially incorporated in 1964, the beautiful beach town with serene beaches, vistas, bordered by lovely sand dunes had an established monarch as a “the family beach.”

Surfside Beach is super clean and gorgeous, white soft sand is what you can expect to find when visiting the beaches in Surfside Beach. There are dozens of accesses to the beach itself for water sports, fishing and surfing. Many beach access areas also have showers, restrooms, and handicap ramps.

A charming community of mere two miles long, Surfside Beach is filled with rows of lovely pastel beach houses, modern hotels, condos and trendy restaurants.

The Surfside Pier was built in 1953 and offers magnificent view of the area and is a local favorite for fishing. This Pier is perfect for experiencing romantic sunsets or taking the family for a walk to experience the tremendous panoramic views. Fishing rod rental and bait is available in the full service pier’s bait shop.

URLs with “Surfside-Beach”
• 254,000 pageviews in 2016
• 144,000 2017 YTD

More than 700 URLs

Choose Your Myrtle Beach Experience
Connect & Share
Contests
International Travelers
Maps & Transportation
Myrtle Beach Area’s TOP 10
Photos & Video
Vacation Tips
Visitors Guide
Visitor Resources
Surfside Beach Vacation Rentals and Condos

The perfect family getaway starts in Surfside Beach, where generations of families have been vacationing in a variety of beach homes and condos overlooking pristine, beautiful beaches. By the time Surfside Beach was officially incorporated in 1964, the quiet, clean community had already established its reputation as a family beach. And it's all about families in Surfside Beach, where folks who visit find activities to please any age.

Surfside Beach Oceanfront Hotel

Just south of Myrtle Beach, this oceanfront hotel is ideally located adjacent to the Surfside Beach Pier and steps from great dining and local attractions. All ocean view rooms, outdoor pool, meeting space and additional amenities, allow for this to be the perfect retreat after a day of relaxing on the beach or enjoying the exciting attractions of Myrtle Beach.

Dunes Realty Vacation Rentals
Autism Friendly Myrtle Beach

Here in Myrtle Beach, South Carolina, we know traveling with children can be chaotic, especially for those families who may have the added anxiety of taking a child with autism away from the structure and familiarity of home life. But the Myrtle Beach community is working hard to make sure all families get the relaxing vacation they deserve.

For visitors arriving by air, that means a warm welcome at Myrtle Beach International Airport in baggage claim, where family members with autism can take advantage of the airport’s ‘Quiet Room.’ This space allows a safe and fun environment for kids to decompress with a caregiver while someone retrieves the baggage and rental car.

The Myrtle Beach area is also home to Surfside Beach, a family-friendly seaside town that became the first autism-friendly travel destination by community-wide proclamation in early 2016.

The newly opened Savannahs Playground is another autism-friendly addition to the Myrtle Beach area. The $3.2 million playground boasts wheelchair-accessible swings, a play area for children with autism, and a shaded picnic area.
PARTNER REFERRALS

- 2016 – 207,693
- 2017 YTD – 247,465
Welcome to Surfside Beach SC, the Family Beach

In the early 1800's, much of what is now Surfside Beach was owned by John Tillman and called The Ark Plantation. Sweet potatoes were the main crop produced and the plantation stood until the mid-20th century. By the time Surfside Beach was officially incorporated in 1964, the quiet, clean community had already established its reputation as a family beach. And it’s all about families in Surfside Beach, where folks who visit find activities to please any age.

Along its two miles of pristine oceanfront, visitors now find beach houses, hotels, condominiums, restaurants, and a popular fishing pier. Pristine, beautiful beaches are cleaned daily and supervised by lifeguards and police. Several beach access points offer showers, restrooms and foot showers, as well as handicap-accessible ramps. This eco-friendly town encourages beach-goers to recycle by collecting cans, bottles and newspapers, and there are also 36 access points to the popular beach-perfect for boating, swimming, fishing and surfing. Surfside Beach is also an Autism-friendly family travel destination.

The 2017 beach renourishment project is scheduled to begin in mid-July for the first section of Surfside Beach. View the beach renourishment page for more information.
+1.3 M Reached in 2017 YTD
The small town of Surfside Beach, just south of Myrtle Beach, signed a proclamation in January declaring itself an “autism-friendly travel destination.” The designation was awarded with the support of the Champion Autism Network. The goal is to create a place where families with autistic children have a place where they can feel completely accepted.

The town is working to raise awareness with restaurants and other hospitality businesses to be understanding and accepting of families with autistic children. Special events are also being planned to encourage families to visit the area, knowing they won’t be the only autistic family on vacation there.

This bold initiative is in addition to nearby Myrtle Beach airports’ “Quiet Room” in the baggage claim area. Inside the space, kids can decompress with a caregiver while someone waits for the luggage and collects the rental car. Families leaving through the airport can also make use of the rocking chairs in the hallway between Terminals A and B, a spot from which you can also take in the planes arriving and departing on the runway.

In the past five years, the town has seen significant changes.

As a mother of a teenage son with autism, Becky Lujar is all too familiar with the unnerving—and sometimes disapproving—stares of others in public. She understands that people often don’t know what to make of a child moaning, waving their hands, or rocking back and forth, all of which can be typical of people with autism.
SURFSIDE BEACH RADIO

THE BIG SHOW

JOHNBOY & BILLY
PAID SEARCH

Surfside Vacation Rentals
Find Accommodations Online
www.visitmyrtlebeach.com/Surfside
Surfside Beach SC Rental Condos. Book Your Beach Vacation Online!

Surfside Beach Oceanfront
View Oceanfront Hotels in Surfside. Start Planning Your Next Vacation!
www.visitmyrtlebeach.com/Oceanfront

Home Rentals Surfside SC
Beach Home Rentals Surfside Beach. Plan Your Next Beach Vacation!
www.visitmyrtlebeach.com/BeachHomes

Home Rentals Surfside Beach
Top Surfside Beach Rentals
www.visitmyrtlebeach.com
Book Your Dream Home Rental in Surfside Beach, South Carolina!

Surfside Beach Oceanfront
Top Hotels in Surfside Beach SC. Book Your Oceanfront Getaway Today!
www.visitmyrtlebeach.com/Oceanfront

Plan a Trip To Myrtle Beach
Find Surfside House Rentals
visitmyrtlebeach.com/Surfside/Home_Rentlas
Get Detailed Information About the Outstanding Amenities & Nearby Attractions!

$42K
1.4 M Impressions
Visitor Guide
In Room Guide
Grand Strand Events
Estimated value of Surfside mentions for 1st 8 months of 2017.

<table>
<thead>
<tr>
<th>MEDIA</th>
<th>ACTIONS</th>
<th>VALUE</th>
</tr>
</thead>
</table>
| TWO WEBSITES         | 1.5 Million Pageviews  
                       | 247K Partner Referrals         | $168,000  |
| SOCIAL MEDIA         | 1.3 Million Reached                     | $6,500    |
| PUBLIC RELATIONS     | 28.9 Million Impressions  
                       | (6 months)                      | $2,900,000|
| PAID PROMOTIONS      | 1.5 Million Impressions                     | $52,500  |
| PUBLICATIONS         | 2.1 Million Impressions                     | $10,800  |
| **TOTALS**           | **35.6 Million**                          | **$3.1 Million**                |
LOOKING AHEAD