

# SURFSIDE BEACH MARKETING UPDATE



MYRTLE BEACH AREA CHAMBER OF COMMERCE





Annual milestones to be reached by 2020 include:

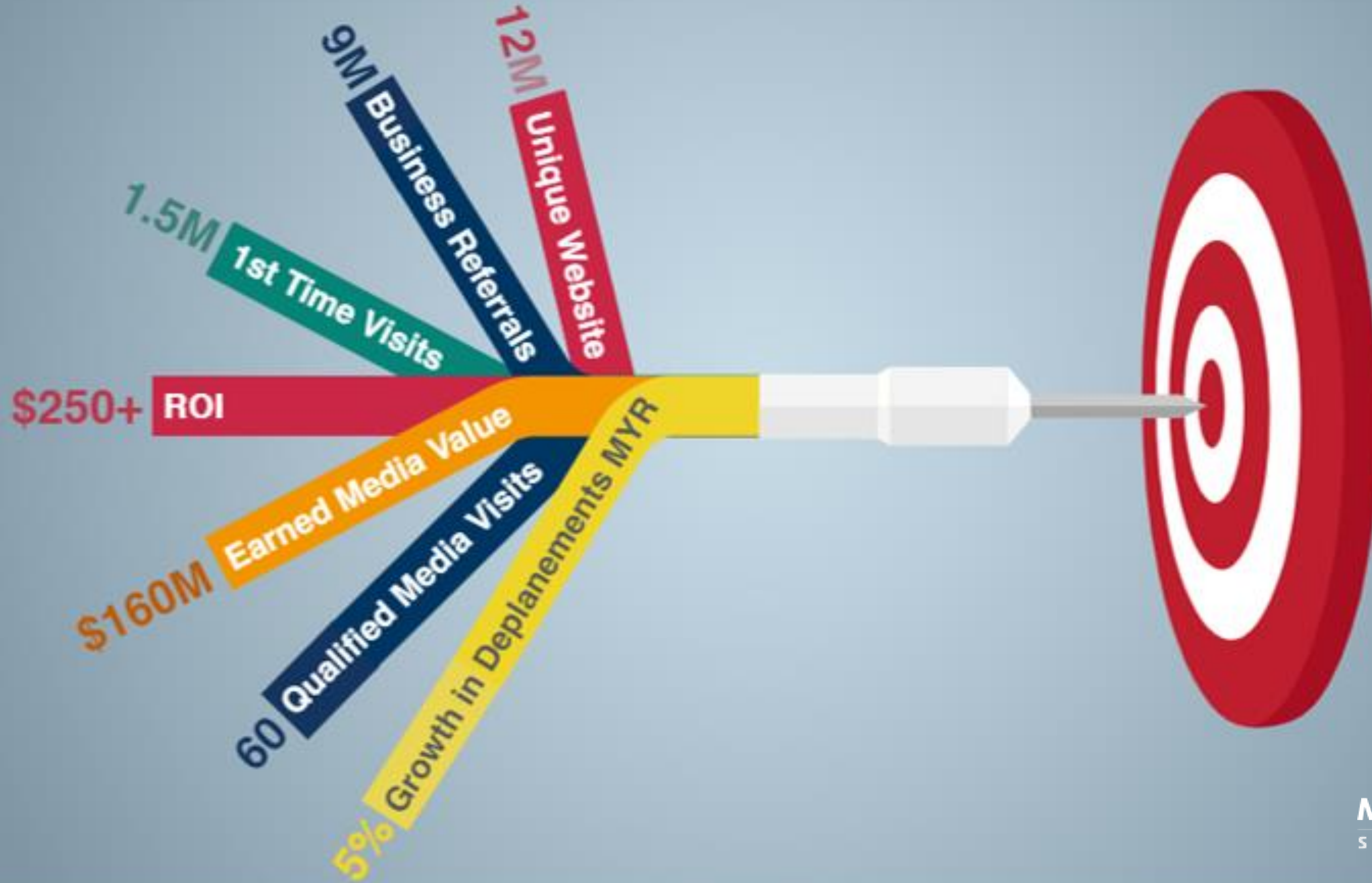
- Welcoming 20 million visitors
- Welcoming 1 million deplanements at the Myrtle Beach International Airport
  - Attracting 300,000 new group room nights
  - Generating \$8 billion in economic impact

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





# Audience Mix



Multi-Generational



Couples



Families



Sports Enthusiasts



Younger Generation



Wedding Honeymoon



Nature Enthusiasts



Empty-Nesters/Seniors



Girlfriend Getaways



Groups/Meetings



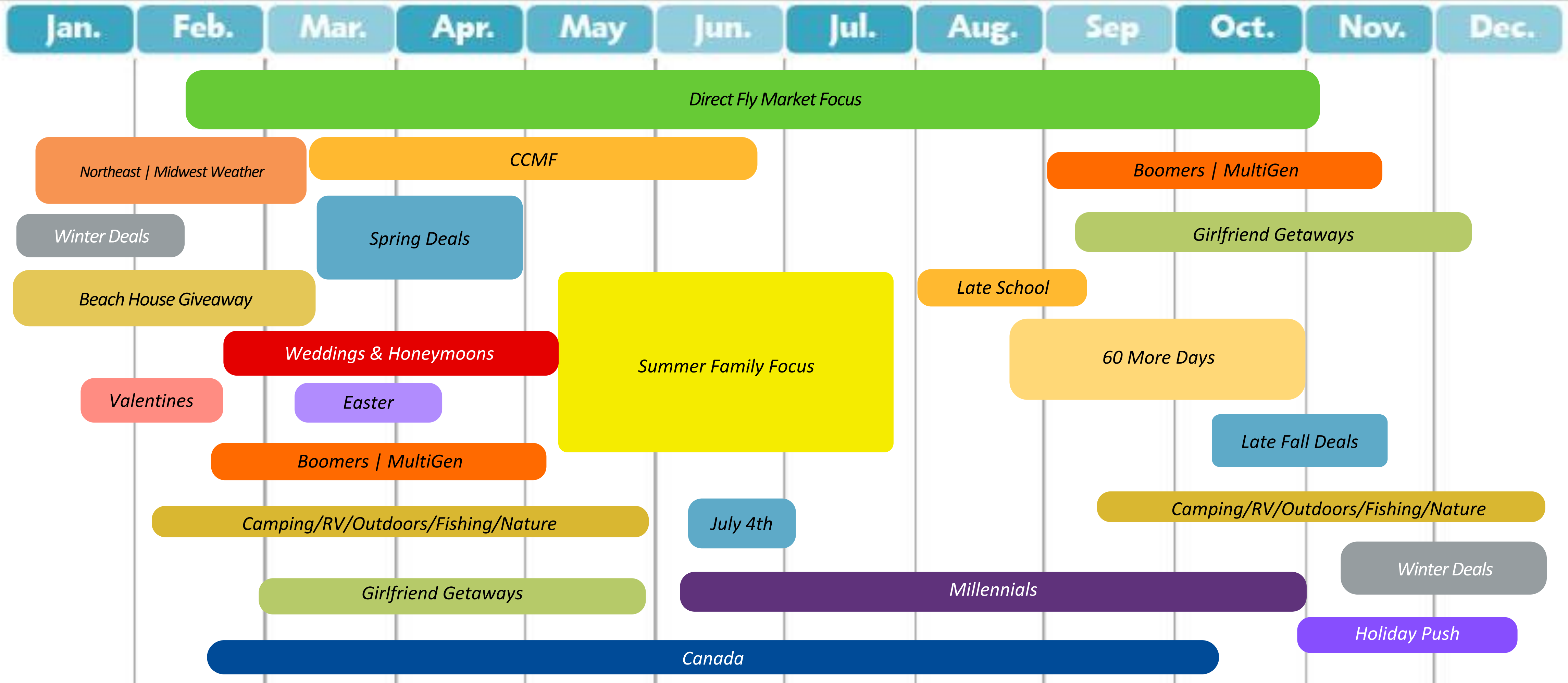
Family Golf



Fishing Boating  
Water Activities

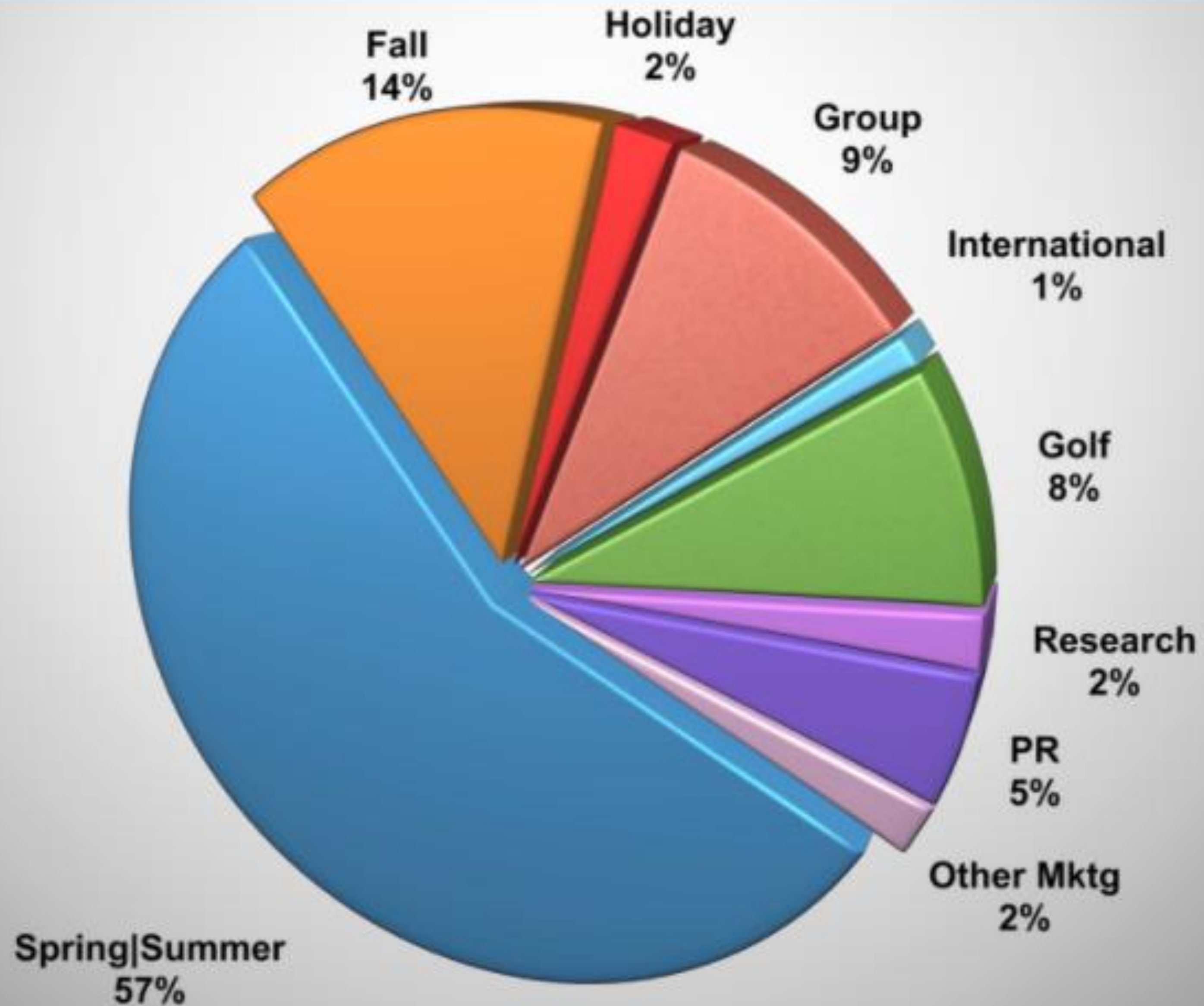


# Audience Promotion

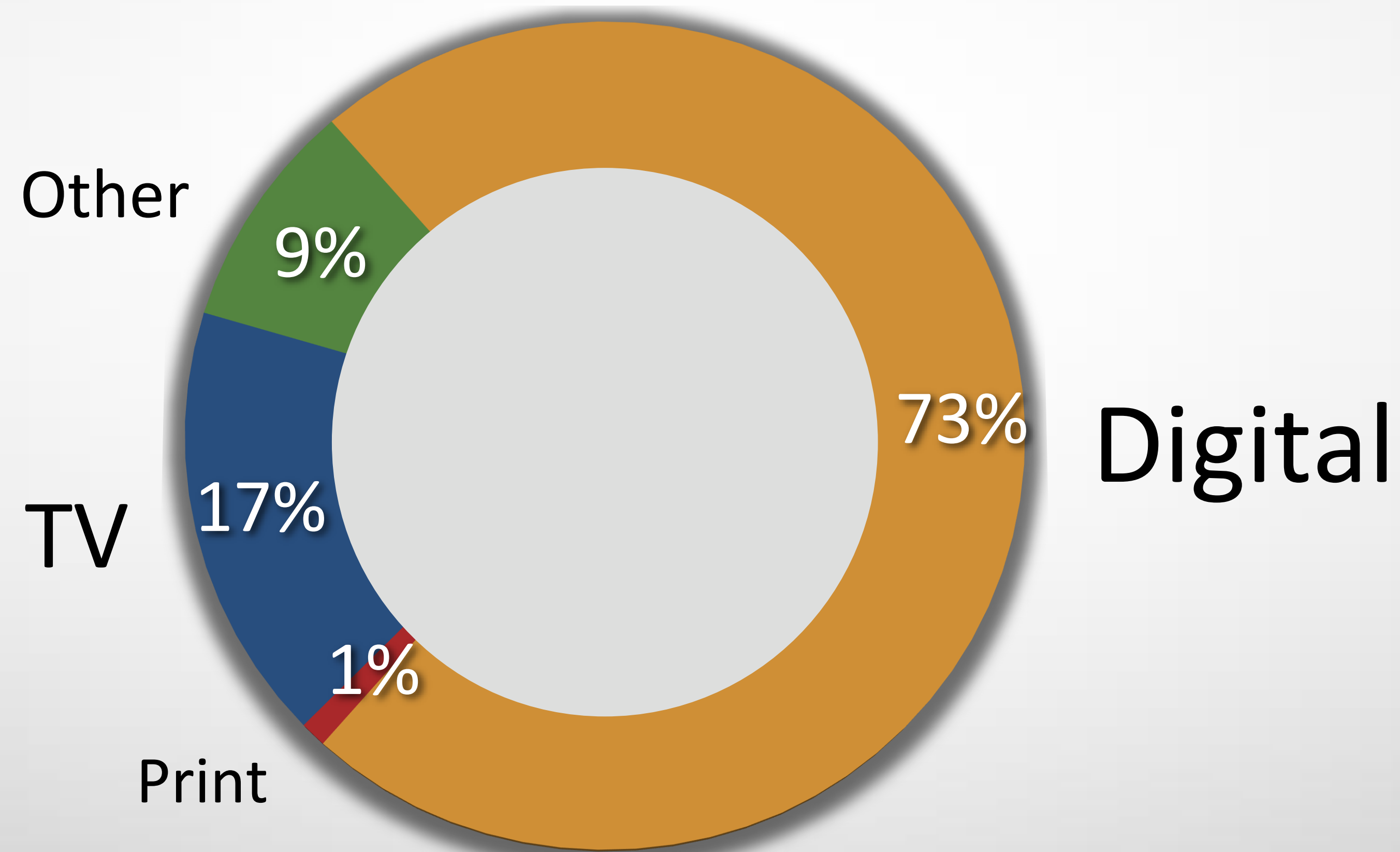




# Marketing Investment



# Paid Media Mix







Destin, FL, USA

Arrive



Depart



Guests



Search

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.



Viewed 1,719 times in the last 48 hours

**Newly Remodeled! Direct Gulf Front with  
Gorgeous Views!!!**

1 bedroom · 1 bathrooms · 1 HF BA · Sleeps 5

Wonderful 4.8/5

★★★★★ 17

**\$93** avg/night

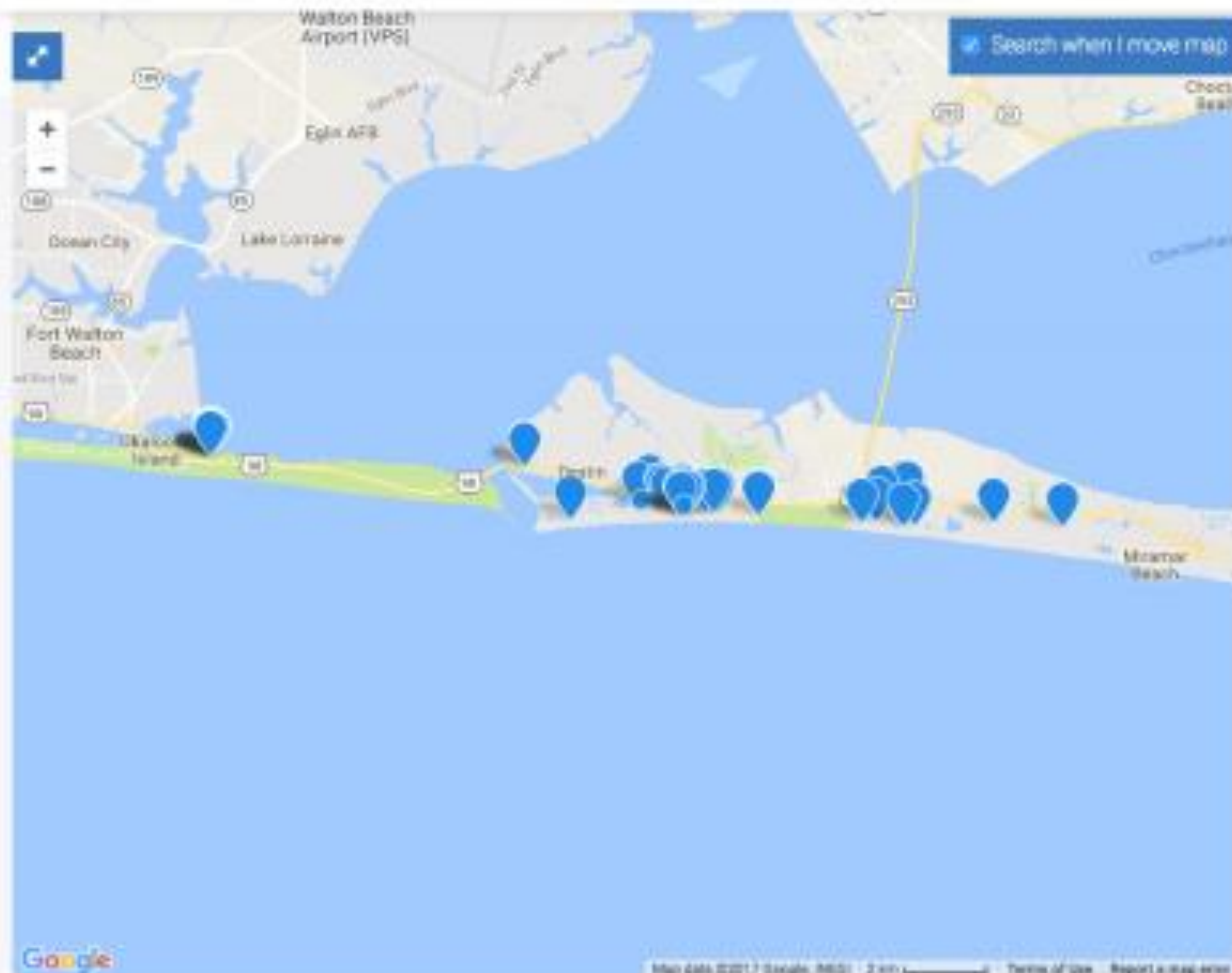
Viewed 336 times in the last 48 hours

**Heron 603 ~ The 'Crown Jewel' of Destin West!  
~ 2,400+ Sq Ft 3BR/3.5BA ~Must See**

3 bedrooms · 3 bathrooms · 1 HF BA · Sleeps 10

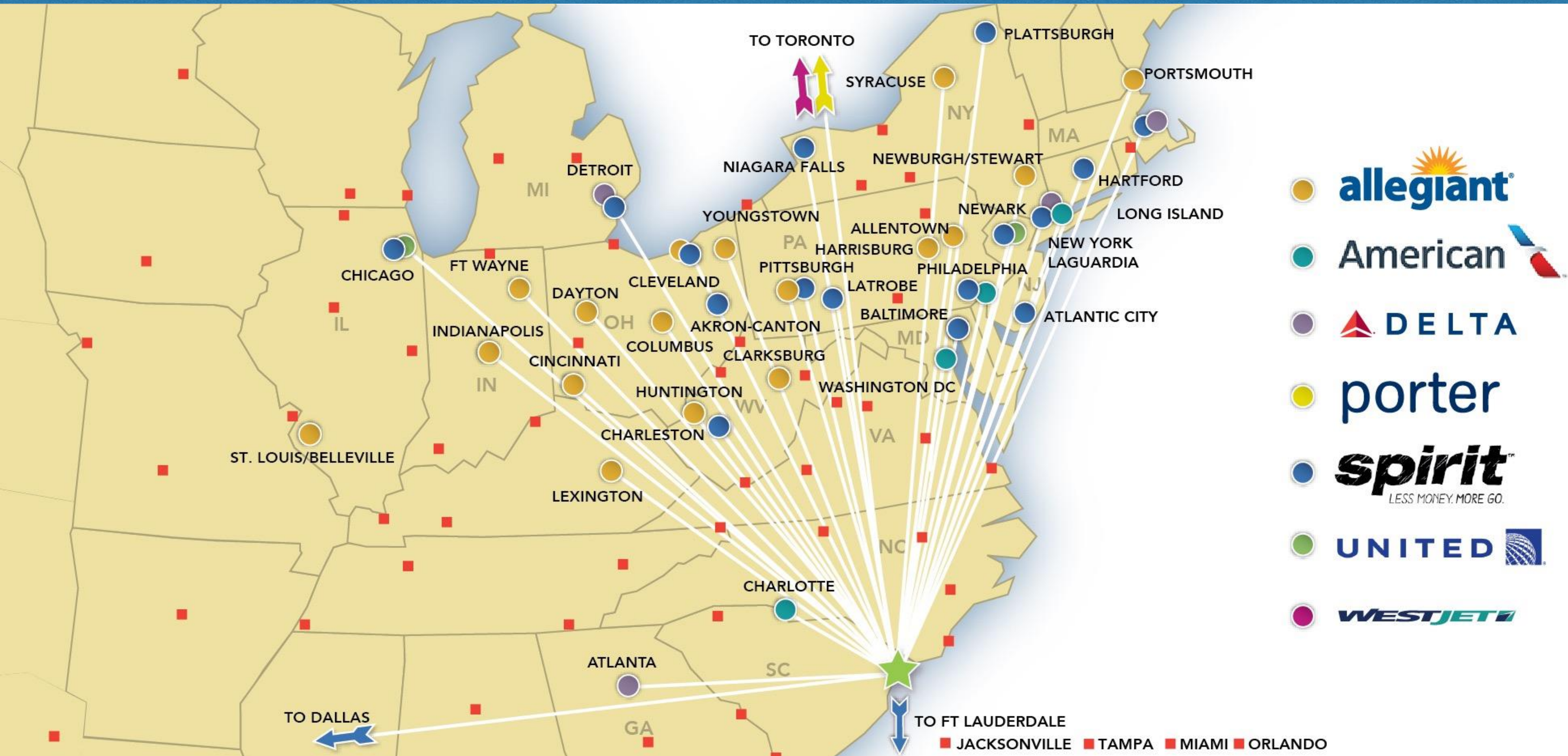
Wonderful 4.9/5

★★★★★ 19

**\$485** avg/nightRelax & Unwind  
MYRTLE  
BEACH  
Time!PLAN  
Your Beach Vacation  
Today!Visit  
MYRTLE BEACH  
SOUTH CAROLINA



# Market Promotion





# 2017 PR Strategy

## 1. Media Hostings



## 2. Media Missions (NYC, DC, ATL, CHI, TORONTO)



## 3. In-Market Broadcast Coverage



## 4. Enhanced 60 More Days





# SURFSIDE BEACH HIGHLIGHTS





# HOMEPAGE FEATURE



- **1.3 M Pageviews in 2016**
- **1.2 M Pageviews in 2017 so far**



## Surfside Beach

Surfside Beach, known as The Family Beach, has a variety of oceanfront beach homes perfect for large and small family gatherings along with hotels and...

[MORE](#)



## 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 Floral Beach and then in 1952, Surfside Beach. Officially incorporated in 1964, the beautiful beach town with serene beach vistas bordered by lovely sand dunes had an established moniker as a "the family beach".

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 watersports, fishing and surfing. Many beach access areas also have showers, restrooms, and handicap ramps.

A charming community of a 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 rentals 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

Plan

Deals >

A Local's Look >

About Us v

Cities & Towns

Weather

Area History

Relocation Information

Sun Belt Fans

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 >



Stay

Deals

Hotels & Motels

Vacation Rentals & Condos

Myrtle Beach

North Myrtle Beach

Surfside Beach

Garden City Beach

Pawleys Island

Beach House Rentals

Resorts

Resorts with Lazy Rivers

RV / Campgrounds

Pet Friendly  
Accommodations

Timeshares

## 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

15 South Ocean Blvd. Surfside Beach, SC 29575

Just south of Myrtle Beach, this oceanfront hotel is ideally located adjacent to the Surfside Beach Pier and steps from great dining and local activities. 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.

MORE INFO



### Dunes Realty Vacation Rentals

## URLs with “Surfside-Beach”

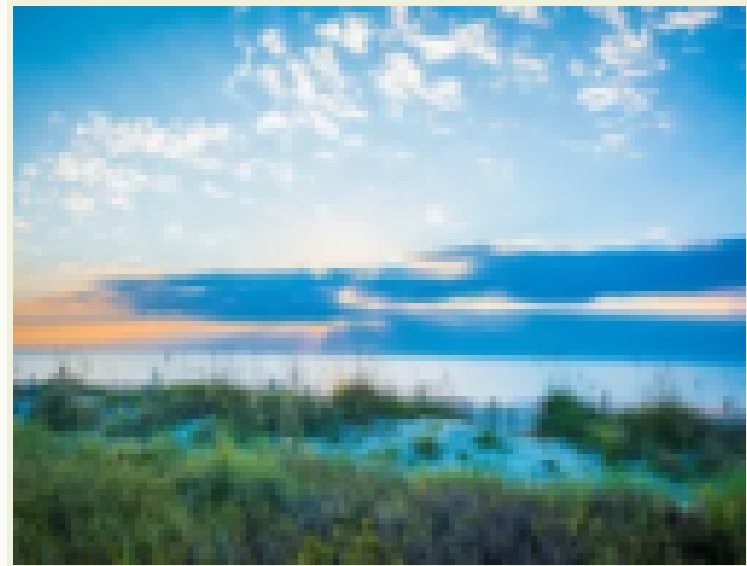
- 254,000 pageviews in 2016
- 144,000 2017 YTD

More than 700 URLs



August 27, 2017

OnGoing Events



## Sunday Serenades

Recurring weekly on Sunday until October 15, 2017

Address: Corner Surfside Drive and Willow Dr. Surfside Beach, SC

Time: 2:00 PM to 5:00 PM

Phone: (843) 450-7281

WHEN: Every Sunday 2:00 to 5:00 PM - May 28 th to October 15th , 2017 WHERE: The Gazebo at Fuller Park/ Passive Park, Corner of Surfside Dr. and N. Willow Dr., Surfside Beach (Next to the Surfside Library). Spend a relaxing Sunday afternoon under the shade of the live oaks with the area's best singers and songwriters. Each concert features 3 performers for approximately one hour apiece. Every Sunday through October 15th . 2:00 p.m. to 5:00 p.m. Dog friendly. Free admission. Bring a beach chair, golf cart, or blanket. For further information call: 843-450-7281

[View Map](#)

DETAILS

## Blog

### Autism Friendly Myrtle Beach

Tuesday, November 8, 2016 10:00 AM by VisitMyrtleBeach SC



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 [Savannah's Playground](#) is another autism-friendly addition to the Myrtle Beach area. The \$3.2 million





## Dunes Realty Vacation Rentals

128 Atlantic Avenue Garden City, SC 29576

Voted Best of The Beach, Dunes Realty Vacation Rentals offers over 900 beach home and condo rentals. Each home is fully equipped with many that include amenities such as pools, hot tubs, porches, sun decks and much more. Bring your vacation dreams to life!

[MORE INFO](#)

\* This property has offsite check-in.



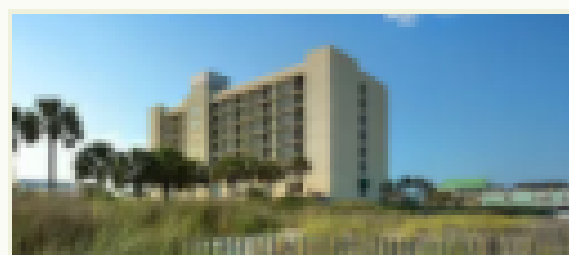
## Seaside Rentals Premier Vacation Homes

12 South Ocean Blvd. Surfside Beach, SC 29575

Offering homes in Surfside Beach, Garden City Beach & Myrtle Beach, reserve a stay in our spacious and convenient vacation rentals. Enjoy the best amenities and all the comforts of a home away from home!

[MORE INFO](#)

\* This property has offsite check-in.



## Surfside Beach Oceanfront Hotel

15 South Ocean Blvd. Surfside Beach, SC 29575

Just south of Myrtle Beach, this oceanfront hotel is ideally located adjacent to the

## PARTNER REFERRALS

- 2016 – 207,693
- 2017 YTD – 247,465



# VISITSURFSIDEBEACH.COM



**2017 YTD  
9,591 SESSIONS  
UP 47% YOY  
Up 108% since 2015**

## Welcome to Surfside Beach SC, the Family Beach

In the early 1800s, 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.



# SURFSIDE BEACH SOCIAL MEDIA

**Visit Myrtle Beach, South Carolina** was live.  
July 11 · 🌐

Spending the morning in sunny Surfside Beach! This family-friendly beach is the first destination in the U.S. to have an autism-friendly travel designation and is great option for families traveling with kids. We definitely love it! <http://bit.ly/2f8Zdhx>



716,990 people reached [Boost Post](#)

👍👎🗨️ 1.6K    410 Comments 265 Shares 71K Views

**Visit Myrtle Beach, South Carolina**  
Published by Sprout Social [?] · July 13 · 🌐

Live by the beach—in bliss—in Myrtle Beach, recognized for off-the-charts quality of life! Short commute time, average weekly work hours and lots of walking trails, public beaches, and restaurants per capita, make Myrtle Beach one of Coastal Living's Top 10 Beach Towns with the Highest Quality of Life! <http://bit.ly/2t7uLdP>



73,484 people reached [Boost Post](#)

👍👎🗨️    Like    Comment    Share

**Visit Myrtle Beach, South Carolina**  
June 6 · 🌐

In January 2016 Surfside Beach became the country's first autism-friendly travel destination. In the Grand Strand we strive to understand the needs of your child with autism away from home. More than anything, we want to provide a judgment-free travel destination where you can create family memories together. Read more about the autism-friendly initiatives in Myrtle Beach: <http://bit.ly/2rBP2XP>



52,796 people reached [Boost Post](#)

👍👎🗨️ You and 390 others    16 Comments 92 Shares

**+1.3 M Reached in 2017 YTD**



*visit*  
**MYRTLE BEACH**  
SOUTH CAROLINA

# SURFSIDE BEACH VIDEO 1K+ VIEWS





# SURFSIDE BEACH \$2.9 M PR VALUE

## SMARTERTRAVEL



### The Destination

The Destination: [Surfside Beach](#)

Where: South Carolina, USA

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 airport’s “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.



How One Mom Made Myrtle Beach, South Carolina Autism-Friendly

VOTE TO WIN

SUBSCRIBE



## How One Mom Made Myrtle Beach, South Carolina Autism-Friendly

by Rachel Rabkin Peachman · May 18, 2017



Getty  
Surfside Beach passed a resolution in January 2016 to make the town autism friendly.

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

As a mother of a teenage son with autism, Becky Large is all too familiar with the confused—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





# PAID SEARCH

Surfside Vacation Rentals  
Find Accommodations Online  
[www.visitmyrtlebeach.com/Surfside](http://www.visitmyrtlebeach.com/Surfside)  
Surfside Beach SC Rental Condos. Book Your Beach Vacation Online!

Home Rentals Surfside SC  
Beach Home Rentals Surfside Beach.  
Plan Your Next Beach Vacation!  
[www.visitmyrtlebeach.com/BeachHomes](http://www.visitmyrtlebeach.com/BeachHomes)

Home Rentals Surfside Beach  
Top Surfside Beach Rentals  
[www.visitmyrtlebeach.com](http://www.visitmyrtlebeach.com)  
Book Your Dream Home Rental in Surfside Beach, South Carolina!

Plan a Trip To Myrtle Beach  
Find Surfside House Rentals  
[visitmyrtlebeach.com/Surfside/Home\\_Rentlas](http://visitmyrtlebeach.com/Surfside/Home_Rentlas)  
Get Detailed Information About the Outstanding Amenities & Nearby Attractions!

**\$42K**  
**1.4 M Impressions**

Surfside Beach Oceanfront  
View Oceanfront Hotels in Surfside.  
Start Planning Your Next Vacation!  
[www.visitmyrtlebeach.com/Oceanfront](http://www.visitmyrtlebeach.com/Oceanfront)

Surfside Beach Oceanfront  
Top Hotels in Surfside Beach SC.  
Book Your Oceanfront Getaway Today!  
[www.visitmyrtlebeach.com/Oceanfront](http://www.visitmyrtlebeach.com/Oceanfront)



# SURFSIDE BEACH COLLATERAL

- Visitor Guide
- In Room Guide
- Grand Strand Events



*It's all about family.*

Surfside Beach is known throughout the Grand Strand as a "family beach," a reputation established long before the town incorporated in 1964. Its pristine beaches are cleaned daily and supervised by lifeguards and police. There are several beach access points that offer showers, restrooms and accessible ramps for persons with disabilities. Those wanting to enjoy a sunset walk over the water, a summer concert series or great fishing can do all this and more at the Surfside Beach Pier. Visitors looking for a game of tennis, bocce, shuffleboard and much more don't have to look further than the town's seven public parks.



# IT ALL ADDS UP TO BIG VALUE

Estimated value of Surfside mentions for 1<sup>st</sup> 8 months of 2017.

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



# LOOKING AHEAD



MYRTLE BEACH AREA CHAMBER OF COMMERCE