

Sending
some
Sunshine
your
Way



visit
**MYRTLE
BEACH**

Messaging Strategy

✓ Phase 1 - Ready

Quarantined & Social Distancing

Create an escape
Stay relevant and connected
Be empathetic
Inform & Educate - help to dream

MARCH & APRIL

✓ Phase 2 - Set

Reduction of distancing
Testing Messaging
Trip Planning

Evolve and expand the conversation
Provide inspiration and excitement to visit
Deliver emotional connection to Myrtle Beach
Invite folks to plan a trip to visit

MAY

✓ Phase 3 - Go

Going back in Public
Free to Travel

Give reasons to believe
Encourage people to visit
Create value-based offers/packages
Bring one and all to The Beach

JUNE

ROBUST YEAR-ROUND *Marketing*



Sending ^{some} Sunshine _{your} Way

visit MYRTLE BEACH [EXPLORE](#)



FLY NONSTOP TO Myrtle Beach THIS WINTER

SC & OPEN

[BOOK NOW](#)

visit MYRTLE BEACH

American Airlines



ESCAPE TO The Beach

[FALL DEALS](#)

visit MYRTLE BEACH



ESCAPE TO The Beach

[SPRING DEALS!](#)

visit MYRTLE BEACH



Win a BEACH HOUSE VACATION

[ENTER NOW](#)

visit MYRTLE BEACH



FLY NONSTOP TO Myrtle Beach THIS WINTER

SC & OPEN

spirit [BOOK NOW](#) visit MYRTLE BEACH



GIVE THANKS AT The Beach

visit MYRTLE BEACH

[VIEW DEALS](#)

SC & OPEN

RESPONSIBLE TRAVEL to The Beach

visit
**MYRTLE
BEACH**



Fodor's Travel

Our new series on weekend road trips aims to inspire you for what's to come as we slowly return to travel.

Reader's Digest

The Best 25 Spots Where You Can Camp on the Beach

Christine Vercellotti

Updated Jul 11, 2020

Grab a backpack and your swimsuit! These gorgeous beach camping destinations are the perfect choices for socially distanced summer fun.



ACM AkronOhioMoms
Myrtle Beach Invites Ohioans to Hit the Beach

New Haven Register

Safe, responsible traveling

8 simple tips to protect yourself and others

Wash hands frequently
Hand washing helps remove and prevent the spread of germs. When traveling, wash hands regularly, especially after touching public surfaces such as at a store or museum. Remember, always wash hands before you eat. Washing with soap and water for at least 20 seconds is best, but if that's not an option, pack plenty of hand sanitizer.

Practice social distancing
Practice social distancing by staying 6 feet away from others not in your family or travel group. Many public spaces will have signage to remind you of this, as well as floor markers. Remember, this applies to everyone, you too, including the beach.

Visit outdoor parks
Outdoor parks and outdoor spaces make it

GO WORLD TRAVEL MAGAZINE

SOUTH CAROLINA'S GRAND STRAND LIVES UP TO ITS NAME

WRAL.com

Municipalities Across the Myrtle Beach Area Enact Mandatory Mask Use Ahead of Holiday Weekend

Most Grand Strand Municipalities Require Masks in Indoor Public Spaces.

THANKS FOR VISITING RESPONSIBLY!

Visit Myrtle Beach, South Carolina
July 2

This just in: The cities of Myrtle Beach, North Myrtle Beach and other Grand Strand municipalities have recently passed mask ordinances. The mandates in each town are a bit different, so please do some research and "know before you go." Note that masks are not required on the beach!

You'll find links to mask and safe travel information on this blog: <http://bit.ly/RSWa7>

Please do your part to help slow the spread of Covid-19 and travel responsibly! Keep your distance, k... [See More](#)



Visit Myrtle Beach, South Carolina
August 10

Myrtle Beach has mandated that masks be worn in public spaces including stores, and common areas of restaurants and accommodations. Masks are not required on beaches. Please visit responsibly. You can find more healthy travel information here <https://bit.ly/321t686>

The Beach is Open!
Just remember to pack your mask!

50,464 People Reached | 973 Engagements

Visit Myrtle Beach Encourages Travelers to Visit the Destination Responsibly

Thursday, June 26, 2020 2:00 PM by Visit Myrtle Beach

Businesses across the Grand Strand have joined forces to inform visitors, promote the health and safety protocols

Myrtle Beach, S.C. (June 25, 2020) – Myrtle Beach, South Carolina, has reopened and thousands have traveled to the area to relax, unwind and soak up the sun. While the beaches and many attractions, restaurants and hotels are open, Visit Myrtle Beach and its partner organizations continue to remind travelers to visit responsibly by following

Visit Myrtle Beach, South Carolina
August 11

Myrtle Beach is open! And with 60 miles of sun and fun, there's plenty of room to spread out! Learn more about healthy travel to Myrtle Beach here <https://bit.ly/3e0JKvb>

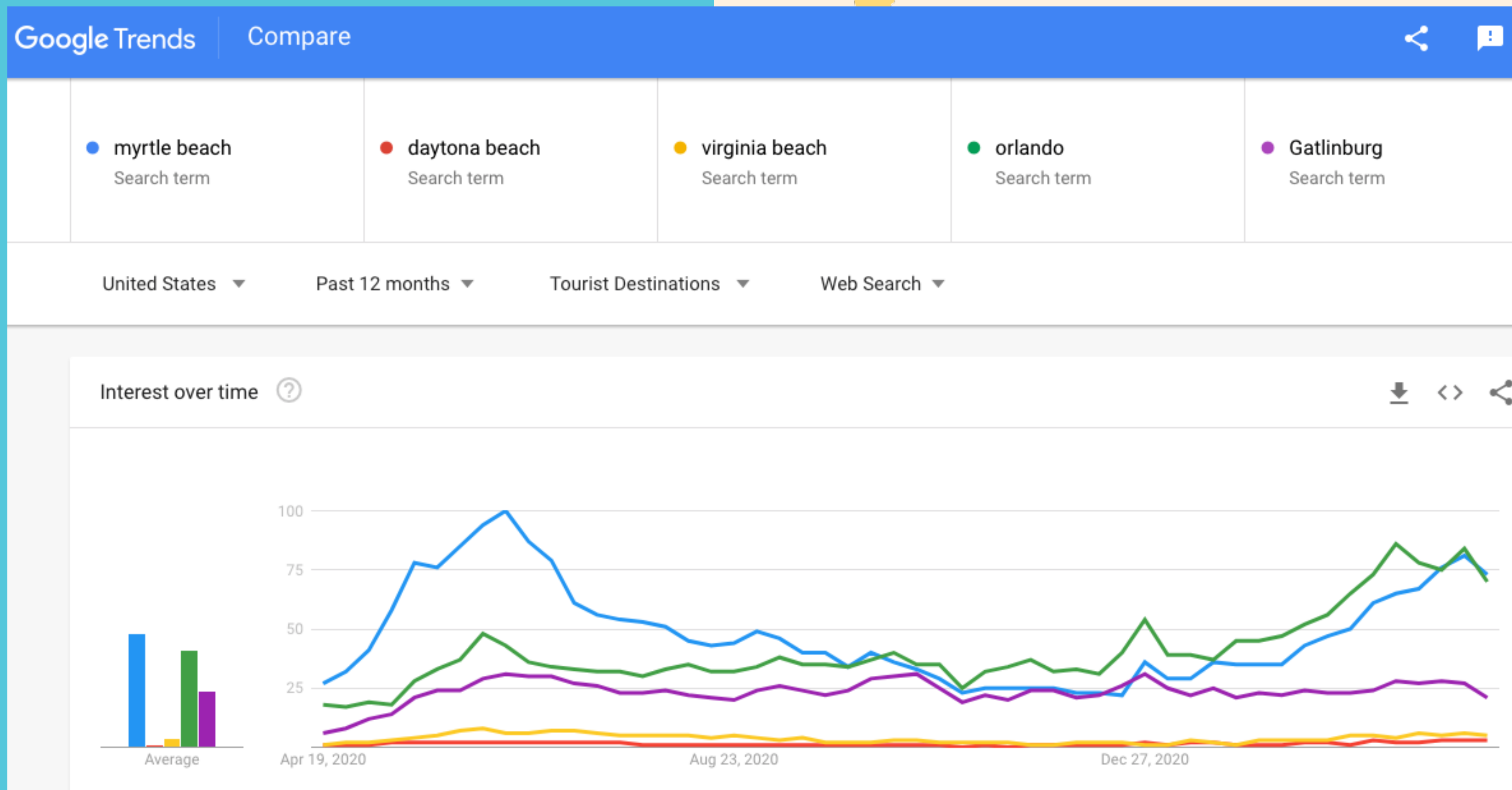
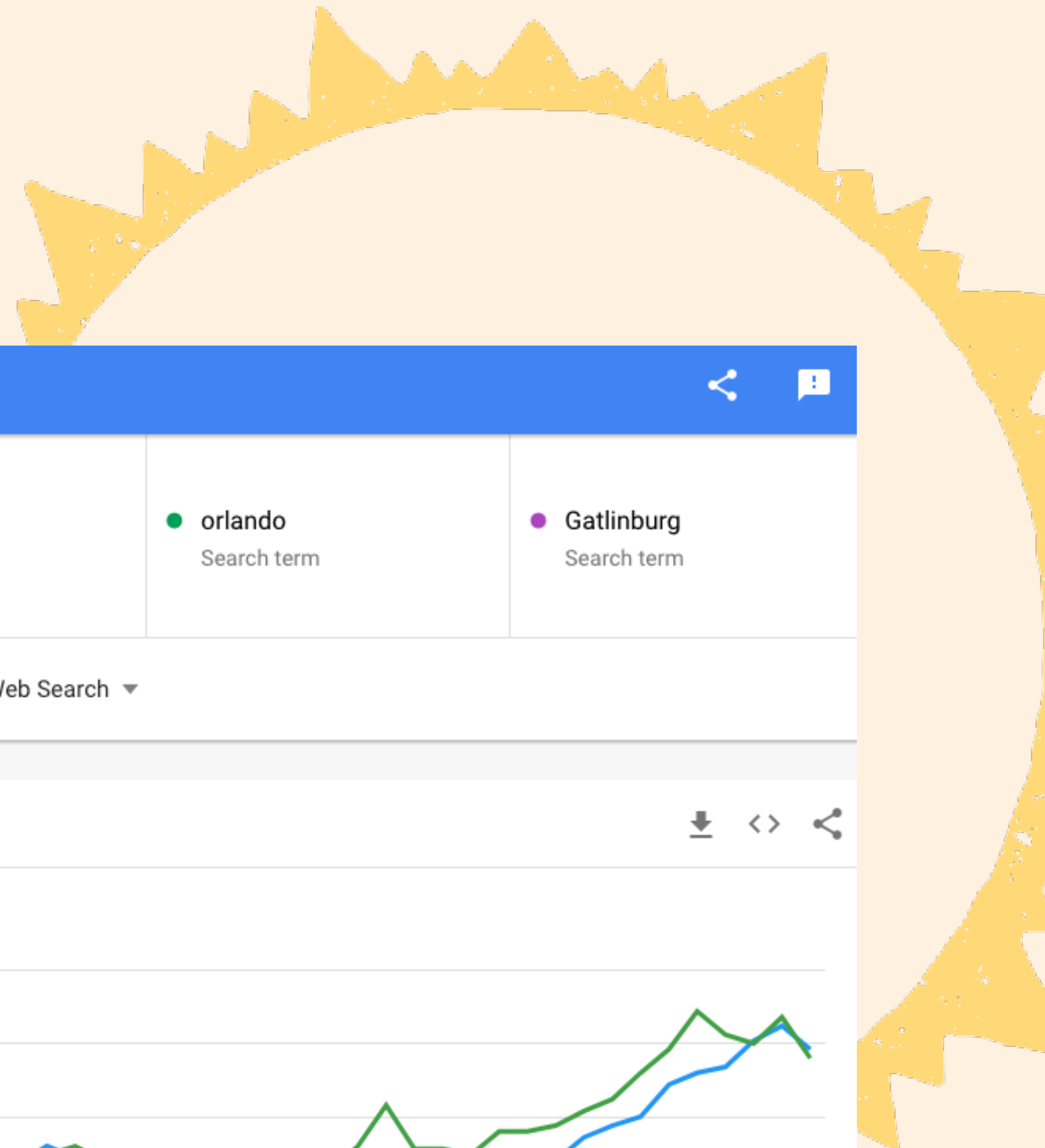
60 MILES OF SUN & FUN WITH PLENTY OF ROOM TO SPREAD OUT!

42,697 People Reached | 918 Engagements



dy to travel again following these difficult past few months, and excited that it is the destination they want to visit," said Karen Riordan, president and CEO of Visit Myrtle Beach. "As it's time to get back to where we all belong, we must remain diligent in following the recommended guidelines, including wearing a face mask in public places, practicing healthy hygiene and following all of our professionals in order to keep everyone healthy while they enjoy the Myrtle Beach has created a Visit Responsibly campaign to keep visitors informed as well as businesses. The campaign includes the **Healthy Travel** page at VisitMyrtleBeach.com, packed with information like tips from the CDC, the latest details on businesses that are open (or closed), and COVID-19 related news and updates from South Carolina, Horry County and the many cities through the Grand Strand. The organization also has created a series of **videos** and **blogs** posts showing specific ways in which visitors can enjoy the destination while following the recommended guidelines, including posts on **fun ways to enjoy social distancing in Myrtle Beach**, **tips for travelers visiting the destination for sports tournaments** and **how local businesses are safely and smartly reopening**.

The Beach LED RECOVERY



visit
**MYRTLE
BEACH**

The Beach LED RECOVERY

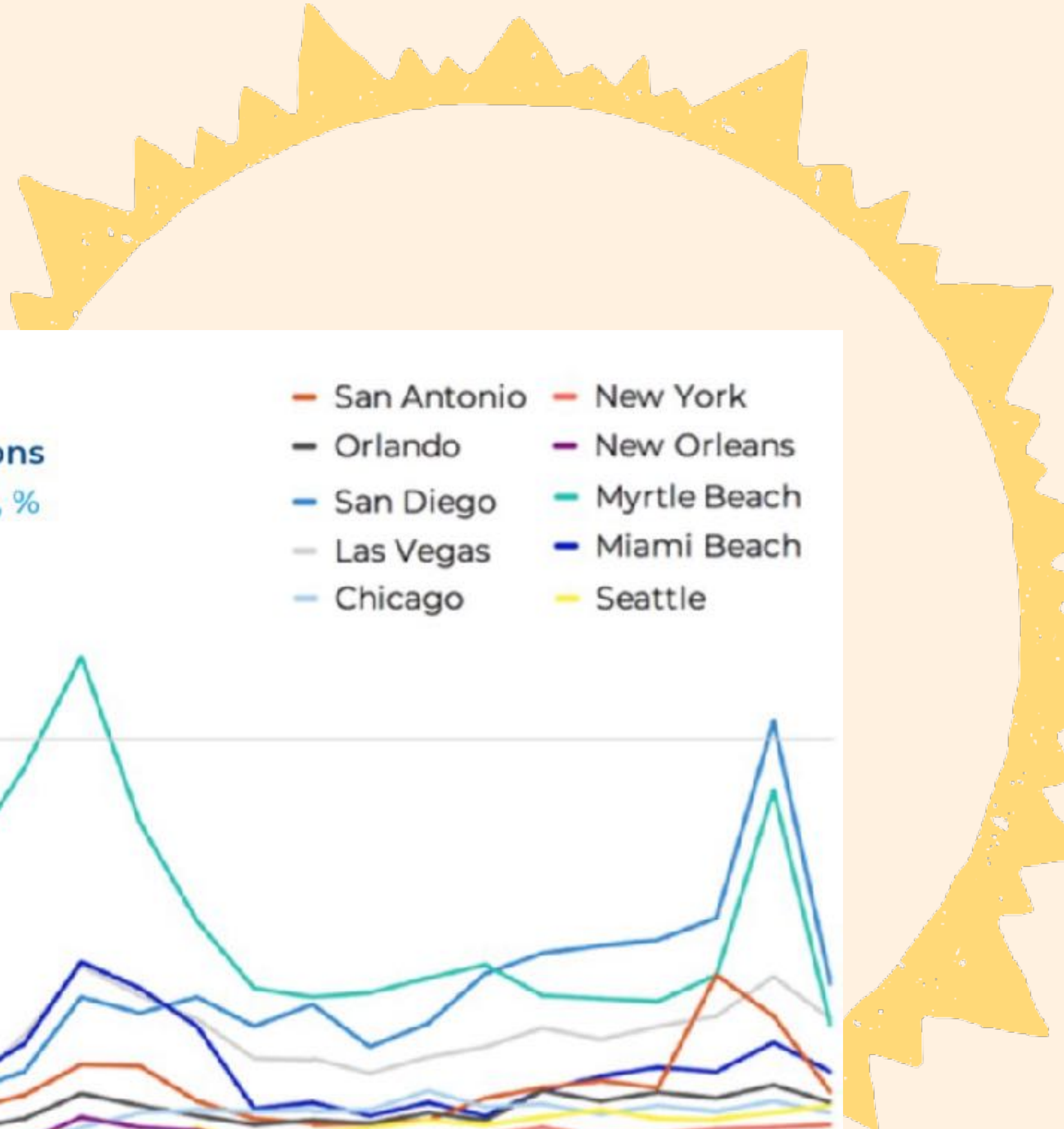
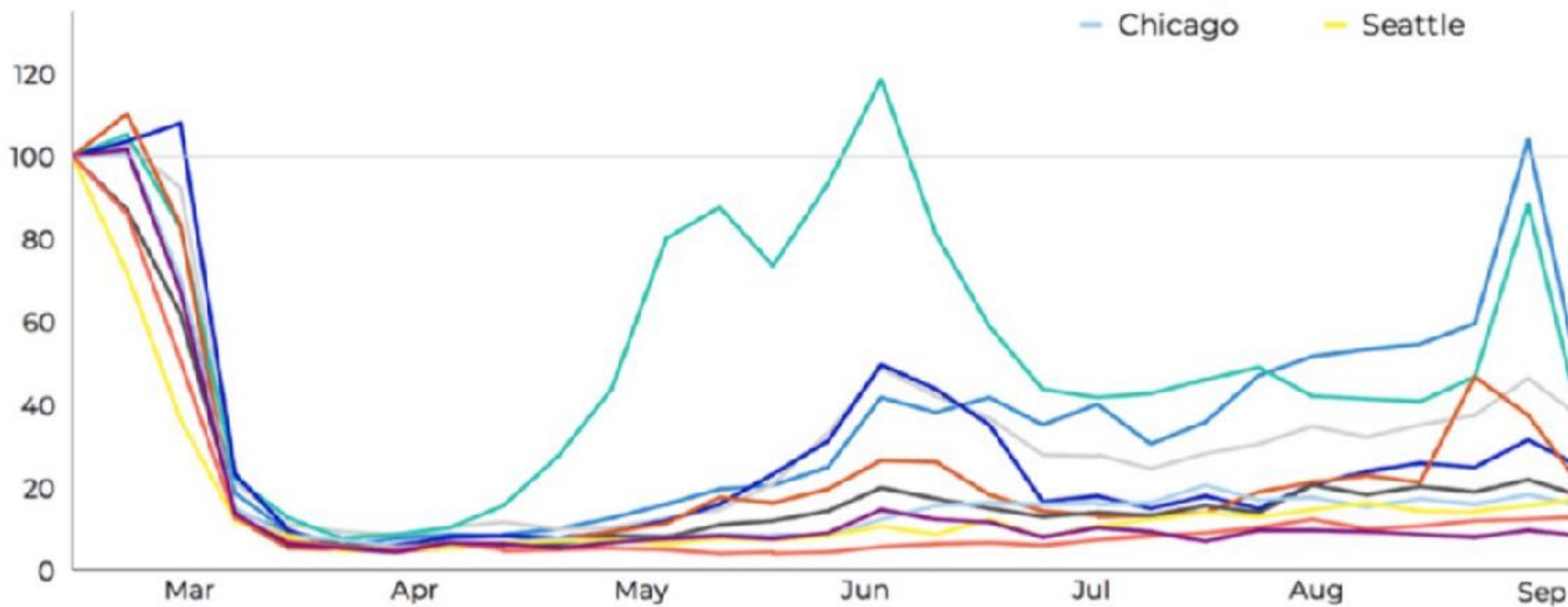


EXHIBIT 13

Travel ramp-up of top-10 US domestic city destinations
Click-out share indexed to beginning of March 2020, %

- San Antonio
- Orlando
- San Diego
- Las Vegas
- Chicago
- New York
- New Orleans
- Myrtle Beach
- Miami Beach
- Seattle



Source: McKinsey analysis based on trivago data

visit
**MYRTLE
BEACH**