

A man wearing sunglasses is lying in the sand on a beach, smiling. A young child is sitting next to him, holding a smartphone to their ear. In the background, there is a yellow and white striped beach umbrella. The sky is clear and blue.

# Marketing Update

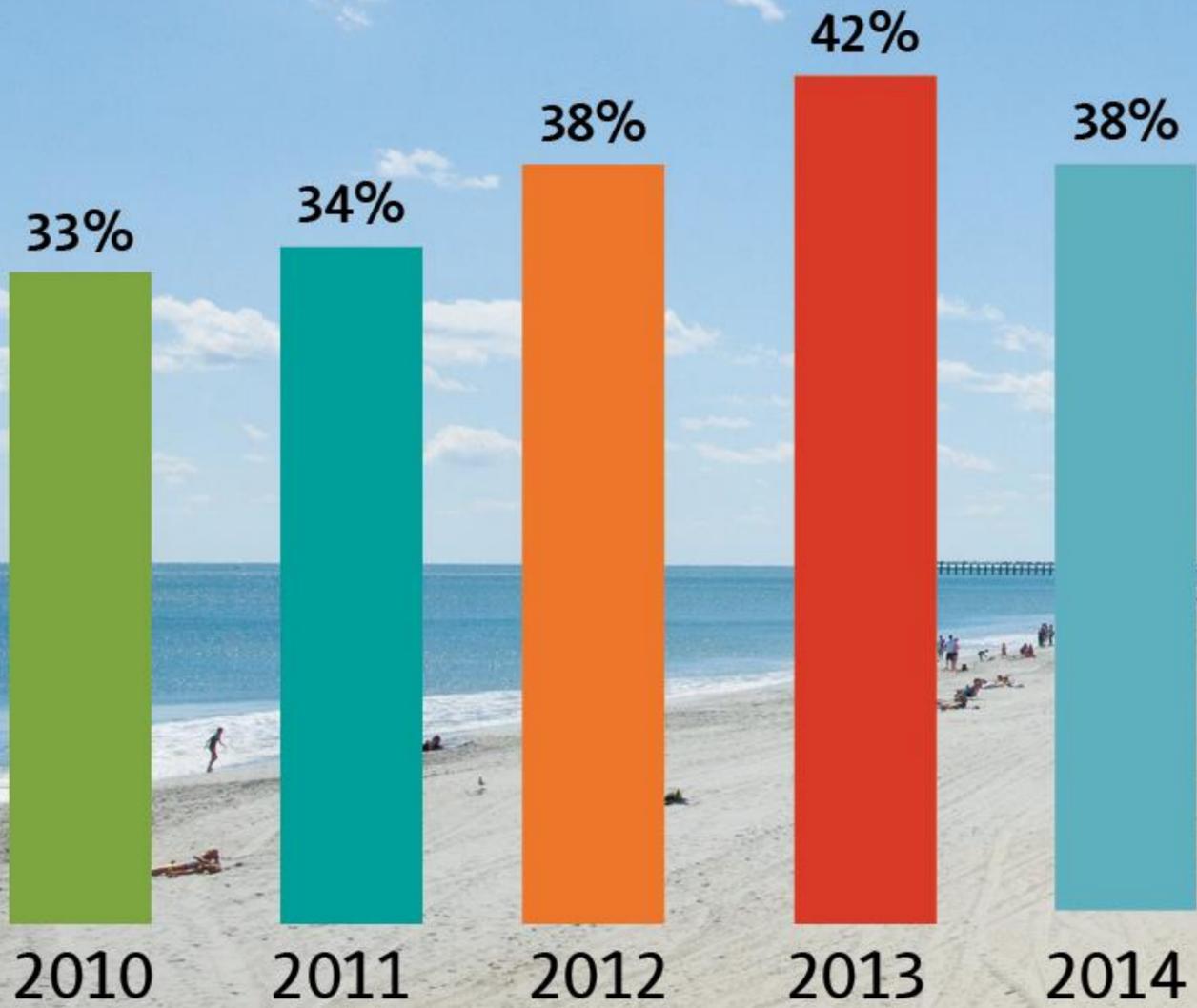
**Surfside Beach A-Tax Committee**  
***March 9, 2016***

visit  
**MYRTLE BEACH**  
SOUTH CAROLINA

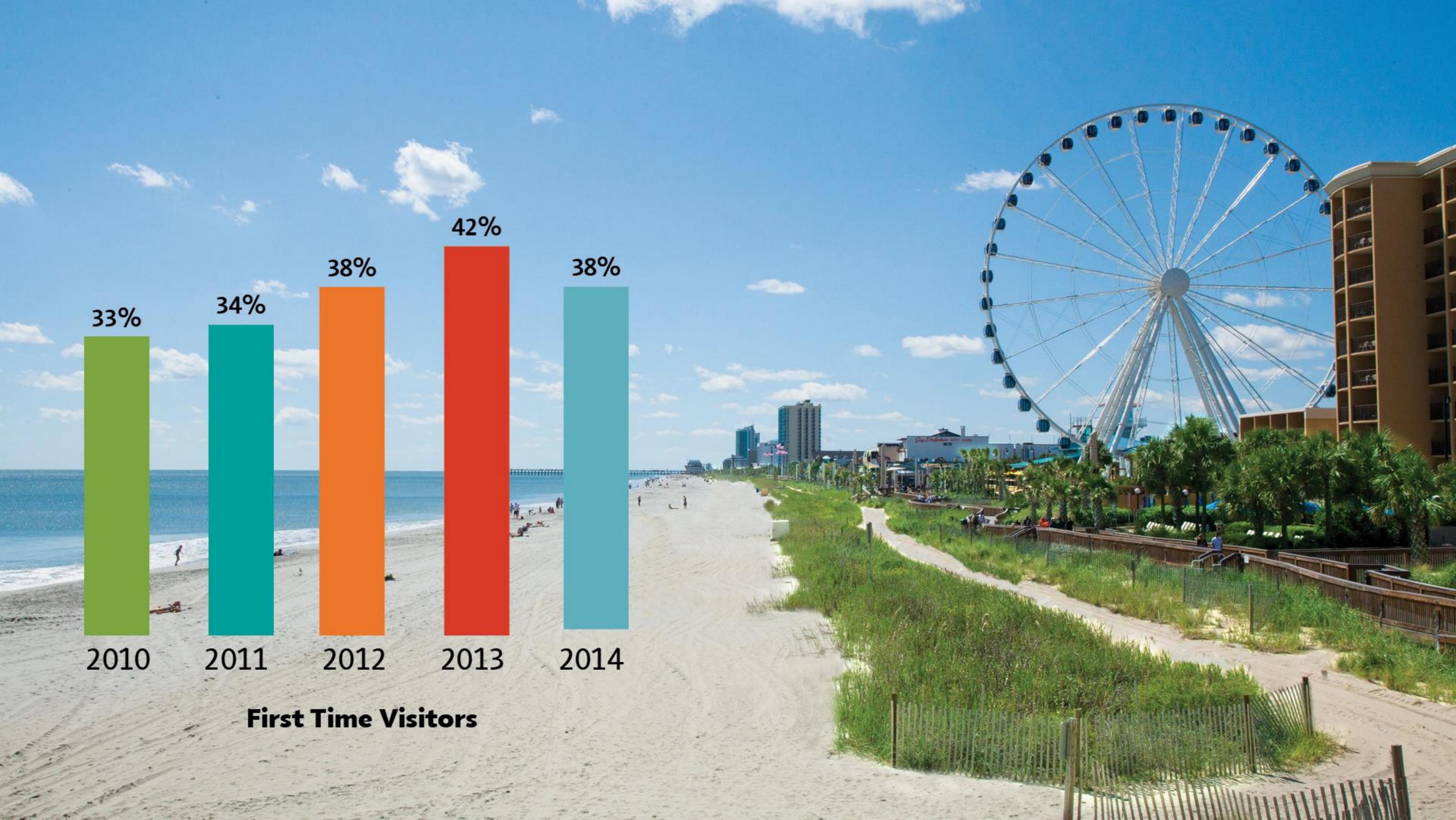
# 2016 TOP GOALS

- 12M Unique Visitors to [VMB.com](http://VMB.com)
- 9M Partner Referrals
- 1.5M First Time Vacations
- \$160M Earned Media (National PR)

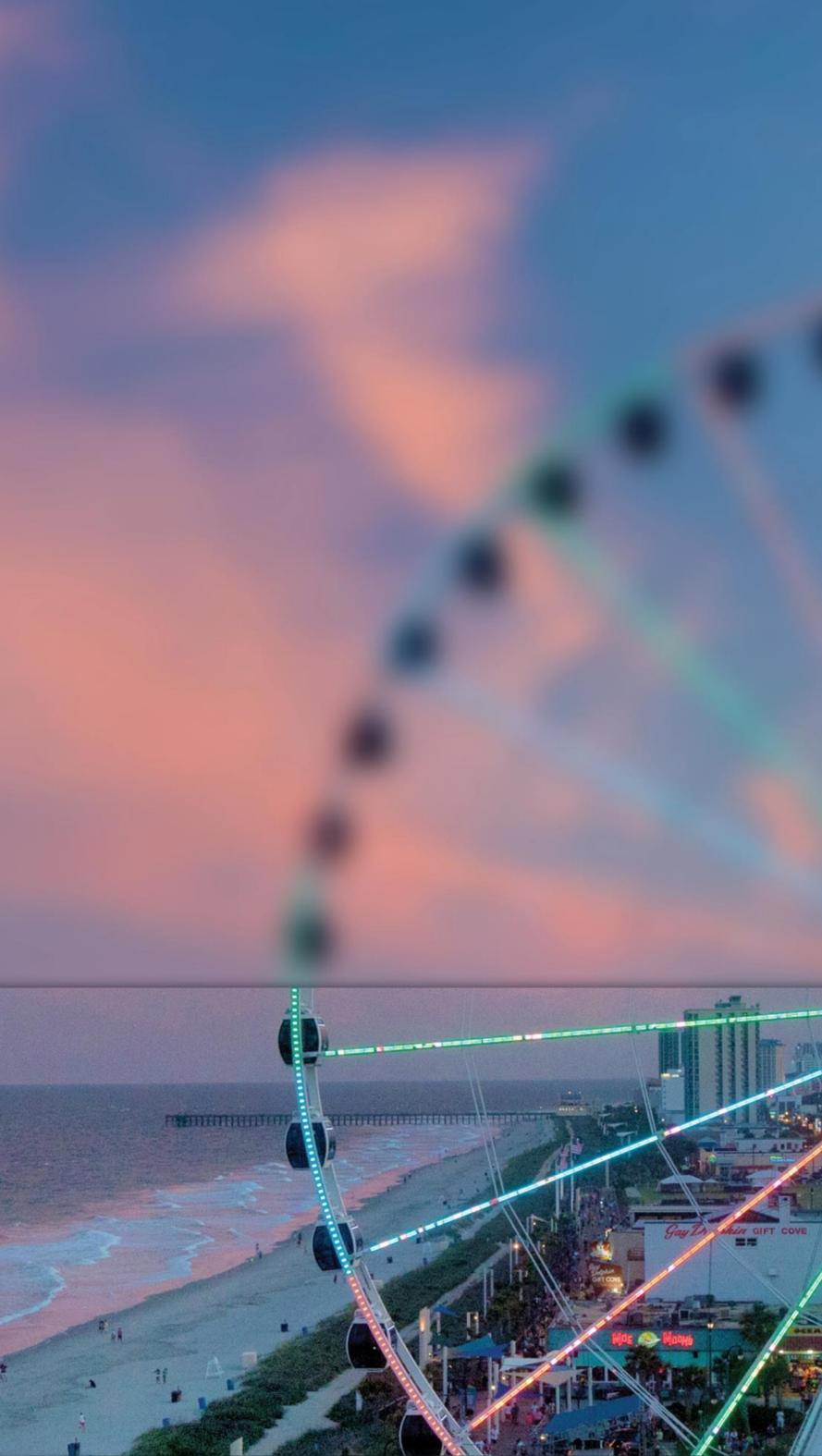
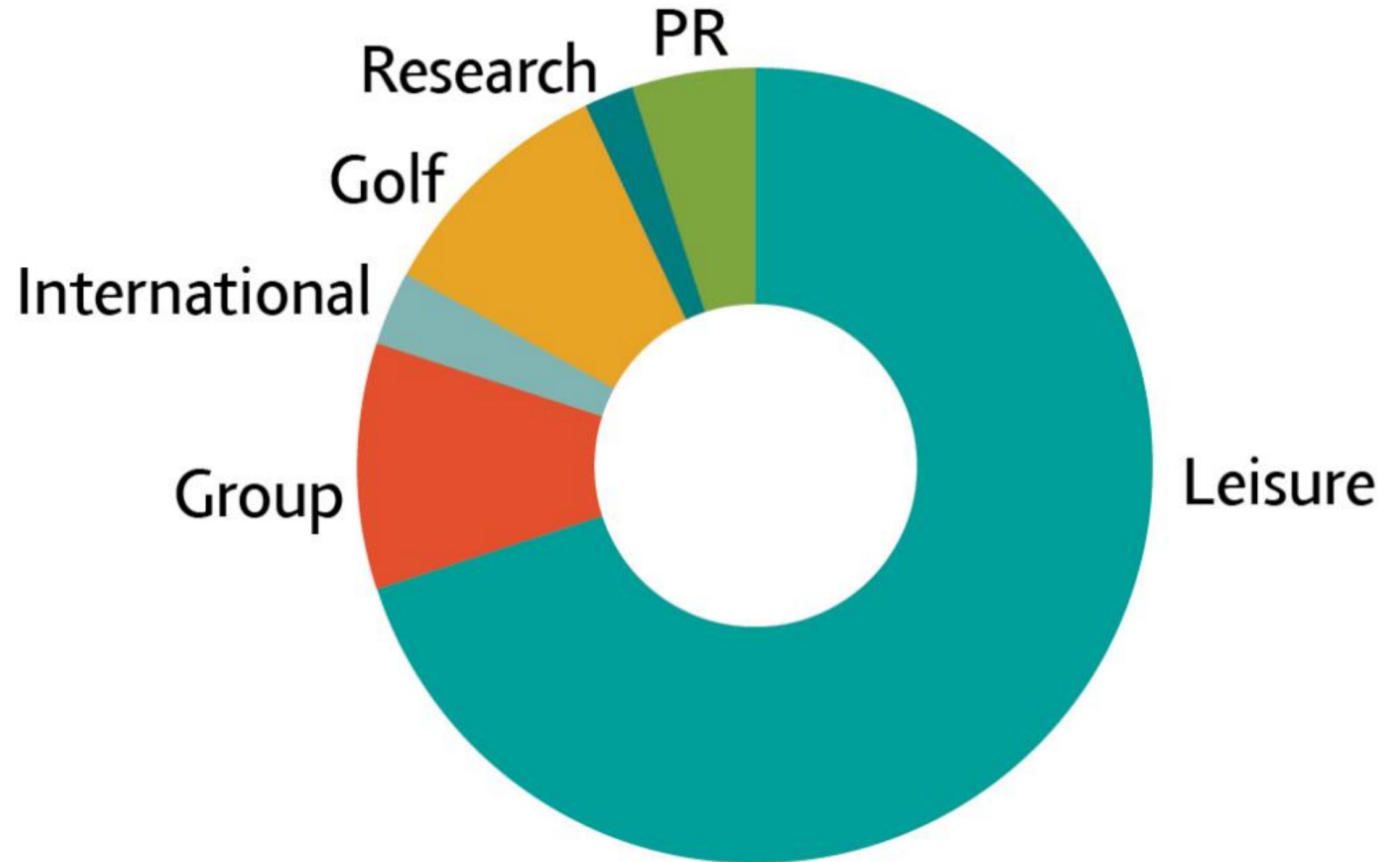




**First Time Visitors**



# 2016 Marketing Allocations

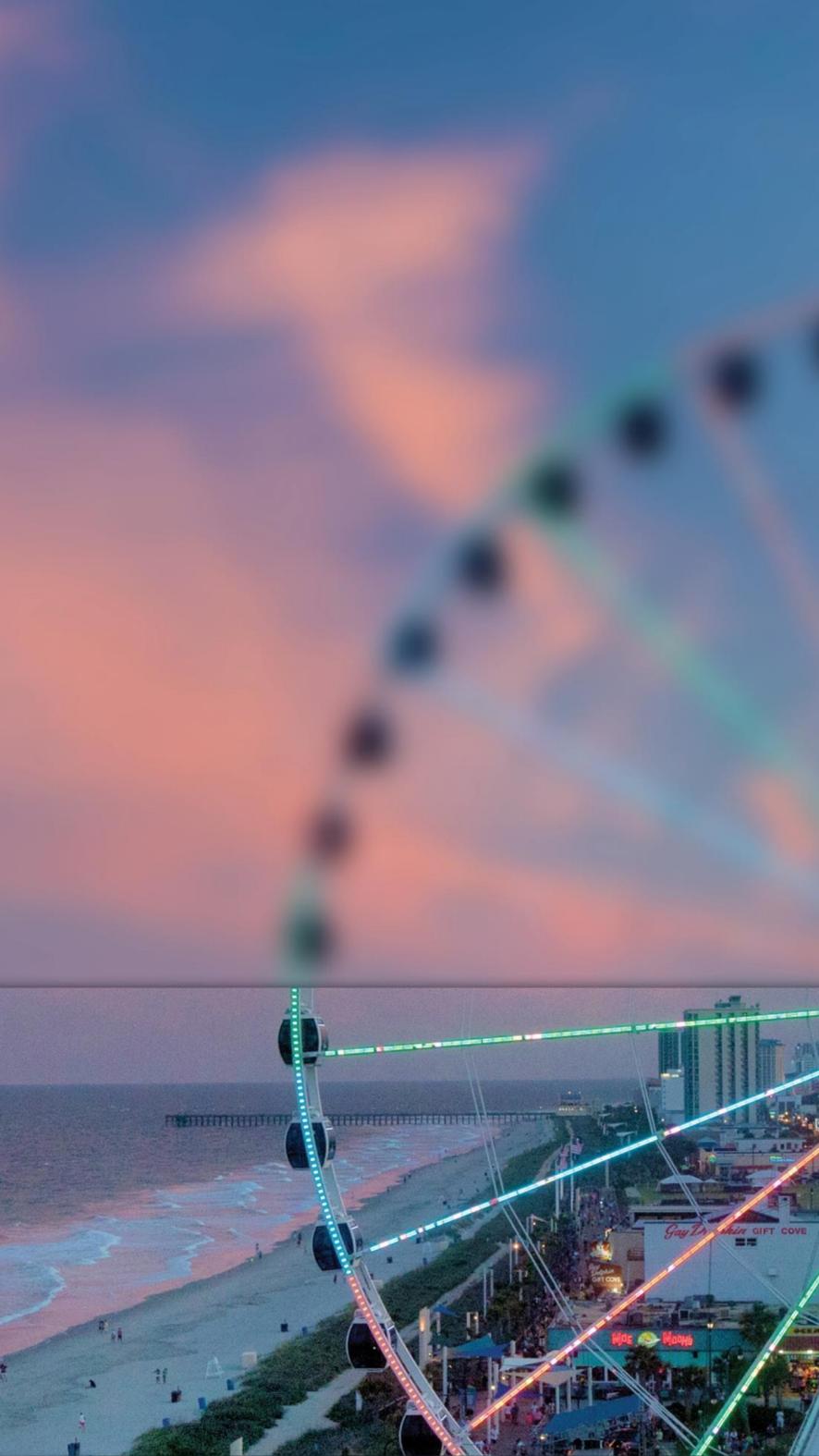


# 2016 Media Mix

TV



Digital



visit  
**MYRTLE BEACH**  
SOUTH CAROLINA



Multi-Generational



Couples



Families



Sports Enthusiasts



Millennials



Weddings & Honeymoon



Nature & Heritage



Empty-Nesters & Seniors



Girlfriend Getaways



Groups & Meetings



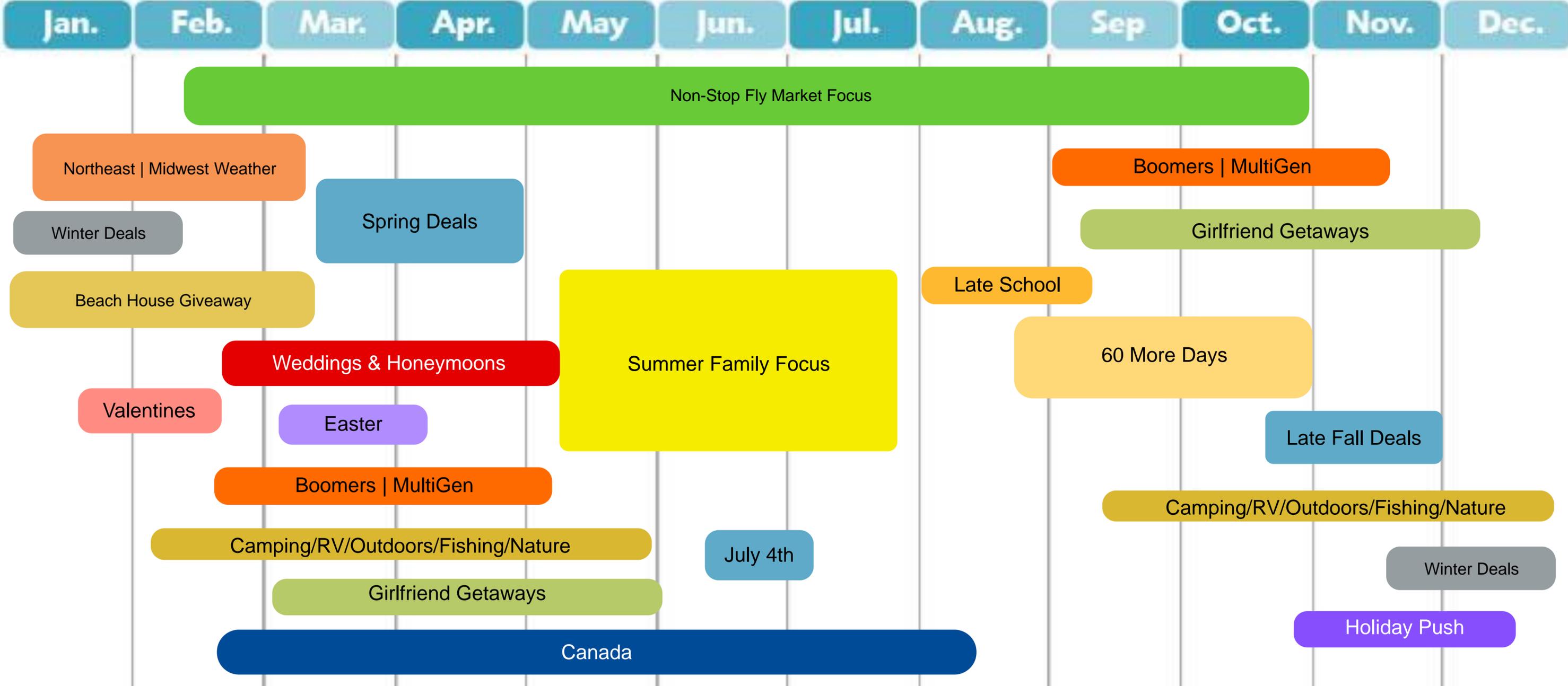
Family Golf



Fishing & Boating



# 2016 Core Leisure Promotion



Myrtle Beach, SC Deals and Non-Stop Service

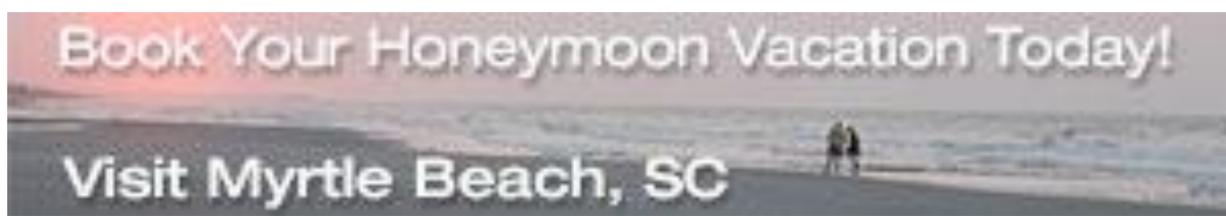


Non-stop flights to Myrtle Beach, SC from Toronto



Book Your Honeymoon Vacation Today!

Visit Myrtle Beach, SC



visit MYRTLE BEACH SOUTH CAROLINA



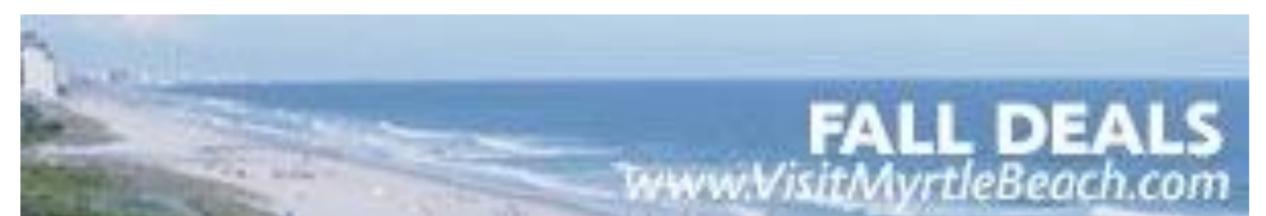
visit MYRTLE BEACH SOUTH CAROLINA

60 Best Kept Secrets!



FALL DEALS

[www.VisitMyrtleBeach.com](http://www.VisitMyrtleBeach.com)



visit MYRTLE BEACH SOUTH CAROLINA

Beach Home Vacations



Ocean Front Camping at its BEST!

[www.VisitMyrtleBeach.com](http://www.VisitMyrtleBeach.com)



Get Away With The Girls!

Fall Beach Packages!

[VisitMyrtleBeach.com](http://VisitMyrtleBeach.com)



Myrtle Beach, SC Fishing - Pier - Saltwater - Freshwater



WIN an Oceanfront Beach House For a Week!

Visit Myrtle Beach, SC



visit MYRTLE BEACH SOUTH CAROLINA

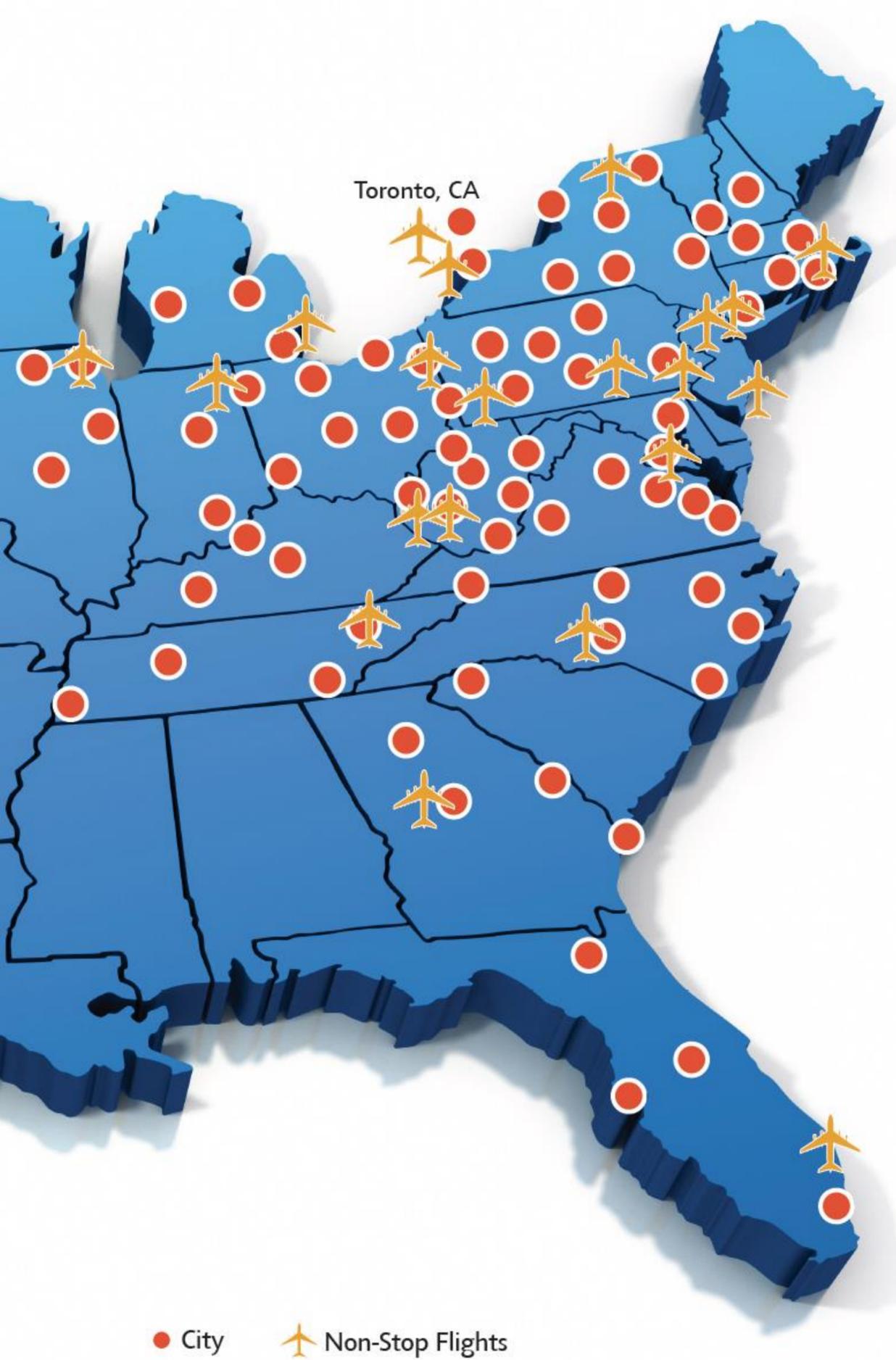


visit MYRTLE BEACH SOUTH CAROLINA



Pet Friendly in Myrtle Beach, SC





# 2016 TV Markets

*Visit Surfside Beach*



# Surfside Beach – Marketing & PR Spotlight

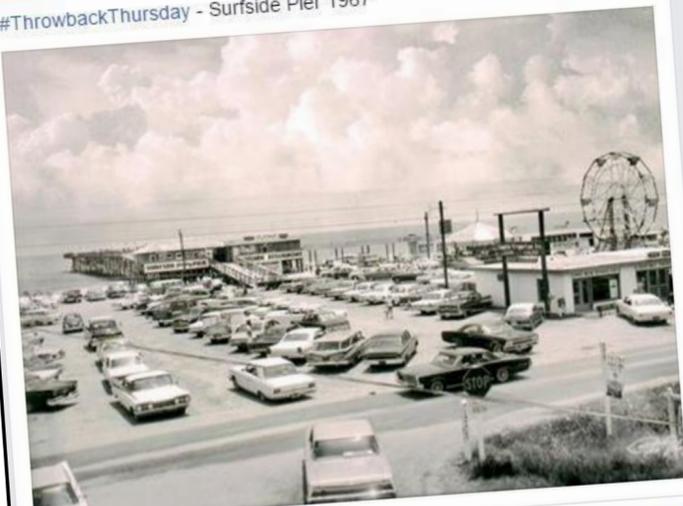


visit  
**MYRTLE BEACH**  
SOUTH CAROLINA

# Social Media

**Visit Myrtle Beach, South Carolina** with Nadya Plata  
Published by Sprout Social [?] · August 13, 2015 ·

#ThrowbackThursday - Surfside Pier 1967



**48,078** People Reached

**3,537** Likes, Comments & Shares

<b>2,850</b> Likes	<b>2,012</b> On Post	<b>838</b> On Shares
<b>229</b> Comments	<b>69</b> On Post	<b>160</b> On Shares
<b>458</b> Shares	<b>446</b> On Post	<b>12</b> On Shares

**2,673** Post Clicks

<b>1,303</b> Photo Views	<b>0</b> Link Clicks	<b>1,370</b> Other Clicks
-----------------------------	-------------------------	------------------------------

Boost Post

**Visit Myrtle Beach, South Carolina** with Al Robinson.  
Published by Sprout Social [?] · March 4, 2015 ·

Congratulations to Mike from Virginia on winning the 2015 Beach House Giveaway! We hope Mike and his family or friends will enjoy staying at this lovely oceanfront home, E-Sea-Livin, from Surfside Realty Company. Thank you, everyone, for your entries, and don't you be upset you didn't win this one, because we already have another trip giveaway up and running! 😊 Share your crazy winter weather story to be entered in #ThawMeOut giveaway – we'll select several winners this March! Click here --> <http://on.fb.me/1EekI92> for details and requirements.



**20,520** People Reached

**1,667** Likes, Comments & Shares

<b>1,558</b> Likes	<b>1,528</b> On Post	<b>30</b> On Shares
<b>38</b> Comments	<b>36</b> On Post	<b>2</b> On Shares
<b>71</b> Shares	<b>67</b> On Post	<b>4</b> On Shares

**1,142** Post Clicks

<b>278</b> Photo Views	<b>86</b> Link Clicks	<b>778</b> Other Clicks
---------------------------	--------------------------	----------------------------

**Visit Myrtle Beach, South Carolina**  
Published by Sprout Social [?] · December 2, 2015 ·

On December 3rd, the City of Conway and Surfside Beach will hold their annual Christmas tree lighting. The ceremony will begin at 6p.m. in downtown Conway and 7p.m. at the Surfside Beach Town Hall.



**24,708** People Reached

**2,449** Likes, Comments & Shares

<b>2,104</b> Likes	<b>1,851</b> On Post	<b>253</b> On Shares
<b>76</b> Comments	<b>52</b> On Post	<b>24</b> On Shares
<b>269</b> Shares	<b>267</b> On Post	<b>2</b> On Shares

**918** Post Clicks

<b>542</b> Photo Views	<b>0</b> Link Clicks	<b>376</b> Other Clicks
---------------------------	-------------------------	----------------------------

Boost Post

24,708 people reached

1.8K

50 Comments 267 Shares

Like Comment Share

**Visit Myrtle Beach, South Carolina**  
Published by Sprout Social [?] · May 27, 2015 ·

Cool off this Summer in Myrtle Beach at Wild Water & Wheels! - Click here for more info! <http://www.wild-water.com/>



**9,516** People Reached

**430** Likes, Comments & Shares

<b>398</b> Likes	<b>390</b> On Post	<b>8</b> On Shares
<b>4</b> Comments	<b>2</b> On Post	<b>2</b> On Shares
<b>28</b> Shares	<b>25</b> On Post	<b>3</b> On Shares

**422** Post Clicks

<b>347</b> Photo Views	<b>29</b> Link Clicks	<b>46</b> Other Clicks
---------------------------	--------------------------	---------------------------

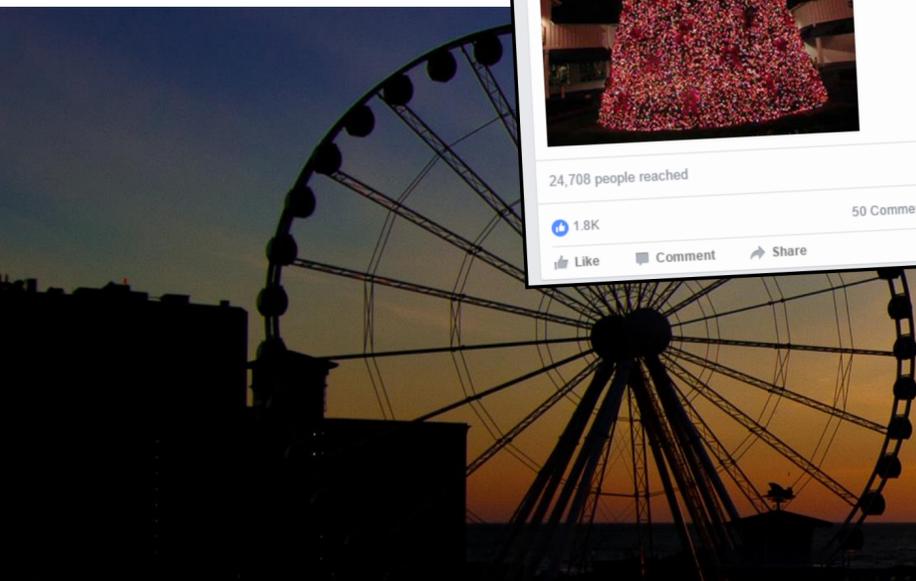
Boost Post

9,516 people reached

390

2 Comments 25 Shares

Like Comment Share



# Surfside Beach National Publicity

**latitudes**  
AMERICAN EAGLE  
ADVENTURES • ADVENTURES • FISHING • HIKING • RESTAURANTS • CULTURE

FEATURES SECTIONS DIGITAL MAGAZINE ADVERTISE RESOURCES

THIS ISSUE  
ver The Flavors Of Montreal

**SOUTH CAROLINA'S PLAYGROUND - FAMILY FUN IN MYRTLE BEACH**

29 AUG 2013 POSTED BY ARUBACK 0 COMMENT



Part of the Grand Strand, Myrtle Beach has been attracting families seeking accessible beach vacations for years. In fact, it's the go-to family beach getaway on the East Coast, boasting more than 15 million visitors each year. But behind the high-rise condos, mega souvenir shops and kitsch lies a quality destination with an impressive array of activities to suit every taste and budget.

**BROADWAY AT THE BEACH**

Broadway at the Beach is a destination in its own right. Don't let the name fool you, though, as it's actually located 1.5 miles inland. At more than 350 acres, it's the largest festival entertainment complex in South Carolina and includes three theaters, 23 restaurants and about 100 shops surrounding a 23-acre lake. You could easily spend a day zipping along the lake, shopping at many boutiques, wandering through Pavilion Nostalgia Park—home to a collection of classic amusement rides—or riding the 1912-style carousel at Carousel Park.

South Carolina's most visited attraction, is also here. Kids love the moving through the Dangerous Reef where they can see stingrays, sea turtles and plenty of otherWorks is another popular attraction here. The upside-down, 40,000-square-foot houses more than 100 hands-on science Exhibits. Visitors can find out what it's like to be a astronaut, experience hurricane-force winds, fly a NASA space shuttle or ride a virtual roller coaster. There's also MagQuest, where participants select their magic wands and are sent on a quest before embarking on adventures. They can set off lightning bolts, control music, and perform heroic deeds, with quests sometimes taking them to various locations throughout Broadway at the Beach.

**CHES**

Myrtle Beach is the biggest draw and the 12 communities that make up the Myrtle Beach area. The beach is the biggest draw and the 12 communities that make up the Myrtle Beach area. The beach is the biggest draw and the 12 communities that make up the Myrtle Beach area. The beach is the biggest draw and the 12 communities that make up the Myrtle Beach area.

**BOARDWALK**

Myrtle Beach's most recent attraction opened in 2010 and has already received many accolades. The SkyWheel, which rises 200 feet above the boardwalk. It's the first observation wheel in the Southeast and offers spectacular views of the town and the ocean from temperature-controlled gondolas. At night, the SkyWheel illuminates the beach with millions of LED lights.

**GOLF**

Dubbed the Seaside Golf Capital of the World, Myrtle Beach has over 120 of the most unique, challenging and picturesque golf courses on the planet, making it a premier destination for players. One-third of the area's golf courses are rated with four stars or higher in Golf Digest's Places to Play, and golfers can experience oceanfront vistas or stand among giant live oaks draped in Spanish moss on courses Designed by world-renowned architects such as Jack Nicklaus and Arnold Palmer, among others. Local favorites are The Dunes Golf & Beach Club, True Blue Plantation, Grande Dunes, Pine Lakes and Barefoot Resort & Golf.

If miniature golf is more your speed, you won't be disappointed. Myrtle Beach is home to more than 50 putt-putt courses. Dragon's Lair Fantasy Golf, Hawaiian Rumble, Mount Atlantius, Jungle Lagoon and Jurassic Golf are local favorites.

**LIVE SHOWS**

When the sun goes down, the attention turns to nightlife. In addition to hundreds of bars and restaurants, the Myrtle Beach area has a number of theaters, featuring everything from pirates and magicians to variety shows.

The granddaddy of them all is The Carolina Opry at The Calvin Gilmore Theater. Celebrating its 27th anniversary, this show has had more than 7,900 performances. Guests enjoy a variety of music, dance and comedy acts performed by professional artists including All That! Of NBC's "America's Got Talent."



Photo courtesy of Wild Water and Wheels

**Wild Water and Wheels**

Children spend many days during the summer at the [Wild Water and Wheels](#) waterpark. The kids love the slides, wave pool and kiddie pools. I love that it's a full day of fun without the sand, and they come home not too tired. There are rides for every level of courage so it's great for small kids and big kids alike. Tickets are \$27.98 for visitors over 48" tall; \$17.98 for visitors under 48" tall; and \$17.98 for seniors over 55. Discounted admission rates are offered if you visit in the afternoon. Check website for details.



**Macaroni Kid** Columbia-Ellcott City-Western Howard

Biz Directory Calendar Subscribe Become a Pub

Published on August 4, 2013

**My Macaroni Kid**  
Build your own list of cool kids events

**Submit an Event**

**EVER more fun for Myrtle Beach Visitors!**  
You'll never see it all in, but you'll have fun trying!  
By: Sponsored

Like Be the first of your friends to like this. Post

**Columbia-Ellcott City-Western Howard News & Events**  
Quotes of the Week  
Mac Kid Celebrates Summer!  
Macaroni Road Trip to Myrtle Beach, South Carolina  
Myrtle Beach Family Fun - it's worth the trip!  
EVEN more fun for Myrtle Beach Visitors!  
Visit Nearby PA Dutch Country  
An RV Vacation with your Family  
MOM jobs - openings right in your area!  
Crafts with Genesis Institute's Preschool  
Flower and Bug Lunch Ideas  
FREE Summer Movie Guide  
Fun Ways to Hydrate Your Kids this Summer  
Stick on Me Sling-Along Contest!  
Summer Camp Ideas  
Free Bowling with AMP's Summer Unplugged  
KIDS Bowl! FREE All Summer  
GIVING BACK --- the macaroni mindset!  
Going Solar --- a solar sage update!  
MK Classified Ads - listing giveaways & for sales!  
JUST 4 MOM: Kick up your heels now and then!  
OY, SUCH A DEAL! --- A few free deals for kids!  
Howard County Public Schools  
INTROD PLEASE!  
This Week's Picks  
This Week's Calendar  
Teen Scene

As a Macaroni Kid Traveling Ambassador, I am invited to many attractions and often receive either comps or discounts, as I did with some of the attractions below. Our family's experience and opinions are our own.

Just when you thought it was safe to head back into the water, more Myrtle Beach attractions call retail therapy at Broadway on the Beach (see article above for all the details), we found some other great things to do as a family.

What's a hot beach vacation without some water park action? This was one incredibly fun day when we went to check out **WILD WATER & WHEELS** Myrtle Beach. This water park has everything! wave pool, wet and happy. The added adventures began after 1 o'clock when the rest of the attractions opened, like the miniature golf course, the go carts, bumper boats, and more. When you're there the whole day, you get a lot of bang for your buck. They don't have later hours, but if your family has the energy to make it to 5 or 6 then you're doing pretty good. The layout and variety of park activities made it seem like it wasn't that crowded. There weren't any really long lines, because people were spread out all over with plenty of seating and just lounging. The kiddie pools provided the little thrills they were seeking, so this was a perfect multi-age family venue. The staff was very helpful, and they provide sheltered picnic areas so you can bring in your own lunches if you want. There are many choices for water-type adventures in the area, but Wild Water and Wheels delivered a wet and wonderful wave of WOW for our whole family.

You've got to head down to the Boardwalk at least one night for all the glitz and frenzied fun it provides. One special attraction not to be missed is Myrtle Beach's own **SKYWHEEL** ([http://www.skyskywheel.com](#)). Only two years old, it has already become an iconic symbol of the Grand Strand. At over 180 feet, it is the second largest ferris wheel in the country, the biggest east of Mississippi. But don't let that intimidate you. Its glass enclosed gondolas are comfortable, and the smooth three or four times around provide you some

October 25, 2013  
**HUFF POST TRAVEL**  
Edition: U.S. Search The Huffington Post

FRONT PAGE POLITICS BUSINESS ENTERTAINMENT MEDIA TASTE STYLE GREEN

Travel U.S. Destinations Int'l Destinations Family Travel Business Travel Love Letters On The Road Disney

How To See The Northern Lights Without Flying To Iceland  
These Airport Amenities Make Everything Better

**THE BLOG**  
Featuring fresh takes and real-time analysis from HuffPost's signature lineup of contributors

**Rania Walker**  
Large Family Travel Explorer & Managing Partner of SparQ Street Communications

GET UPDATES FROM RANIA WALKER  
FAN RSS EMAIL Follow Like

**Life's a Beach in Myrtle Beach**  
Posted: 10/24/2013 7:07 pm

Follow Beaches, Family, Golf, Politics, Family Travel, Myrtle Beach, Road Trip, South Carolina, Budget, Condo, Dunes, Water, Travel News

Like 11 people like this  
7 11 0  
Share Tweet Pin

**A Beach for all Seasons**  
Our family loves the beach and our friends to suggest a great spot (Florida I love ya, but you're not too far away... and let's not forget restroom and showers). Four separate recommendations?



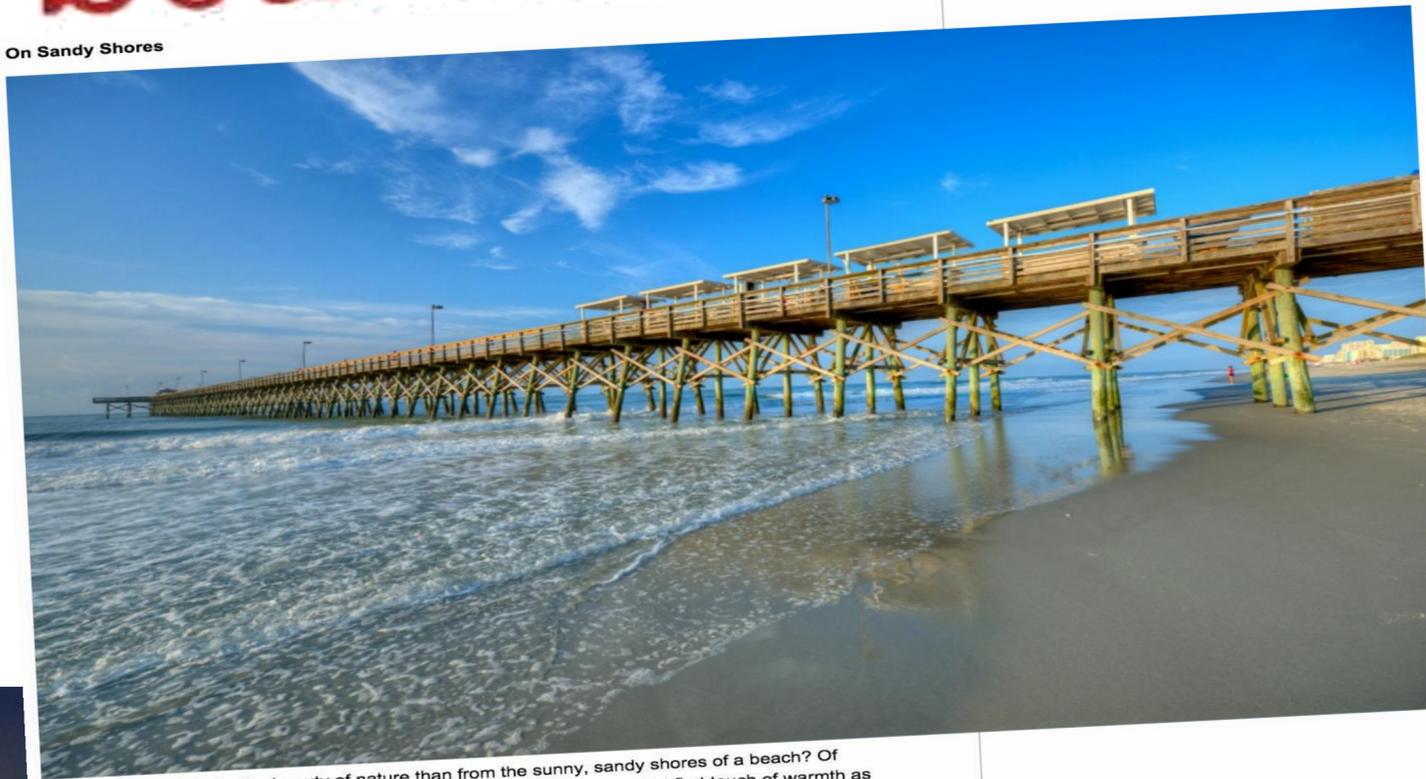
- With the kids help, I've picked our Top 10 family friendly attractions to visit in Myrtle Beach... the first time:
- 1. Ocean Watersports** (Parasail Myrtle Beach) - Scratch another one off the Bucket list - the absolute friendliest and most fun staff offering spectacular views of the Grand Strand.
  - 2. Wild Water and Wheels** - Waterpark with Waterslides, Water rides, Race Cars and Buckets of Fun.
  - 3. The Carolina Opry** (Gilmore Entertainment) - World Class Entertainers that blew us away...literally. The rendition of Carrie Underwood's Blown Away was nothing short of spectacular. In the tradition of an old-time variety show, performers mix music, dance and comedy hailing us back to a by-gone era, and by gosh, did they not bring down the house. My kids were in awe! This was Broadway off the Beach. The performers, including American Idol Finalist Latoya London and clogging sensations, All That, were first class.
  - 4. Murrells Inlet** (Marsh Walk) - Get Fresh Local Seafood along the Marsh Walk, Live Entertainment, Local Artisans and great restaurants abound.
  - 5. Brookfield Gardens** - outdoor nature and sculpture museum offering a zoo, cruises and excursions.
  - 6. The Myrtle Beach Boardwalk** - reopened in 2010 with a new Skywheel 60 years after



# Media Takes Note

## Southern Living

On Sandy Shores



Where better to take in the beauty of nature than from the sunny, sandy shores of a beach? Of course the beach is gorgeous year round, but I do love being there for that first touch of warmth as the sun gets stronger. And there's always something going on nearby too, like the arcade, restaurant and live entertainment at the [Garden City Pier](#) near the gorgeous Garden City and Surfside beaches.

## The Charlotte Observer

Water fun

**Wild Water & Wheels.** 910 U.S. 17 S., Surfside Beach, S.C., is a 16-acre water park filled with rides both wet and dry. There are 33 rides with amazing water slides, a Wipe Out Wave pool, Lazy River, waterfalls, awesome slides, go-karts, mini golf and more. Details: [www.wild-water.com](http://www.wild-water.com).

**Myrtle Waves,** 3000 10th Ave. N. Extension, Myrtle Beach, is a 20-acre water park with amazing rides and famous slides. There's also an enormous wave pool, a fun and relaxing lazy river, kiddie pools and snack

## Forbes

- **Surfside Beach Resort.** While preparing for the upcoming tax season, Surfside ran across a statistic that showed the top 1% of Americans took a record share of U.S income last year. So in honor of the remaining hard working 99% of Americans, Surfside Beach Resort is offering two night stays for \$99. Enjoy the completely renovated hotel with outdoor pool and sundeck, oceanfront location and on-site beach bar! Stay from March 15 to May 7, 2015 and [use this link](#) to book your \$99 two night vacation today. This offer cannot be combined with other offers or promotions, not valid for groups, limited number of rooms available, blackouts apply. For more information please call 800-533-7599. Blackout Dates: Spring Break; 4/17, 4/18, offer based on availability.

visit  
**MYRTLE BEACH**  
SOUTH CAROLINA

## Spring Travel 2015

Posted On March 16, 2015  
Posted In [Travel](#), [Columbia Living Magazine Mar-Apr 2015](#)

### Myrtle Beach, South Carolina

With its 200-foot-tall SkyWheel Ferris Wheel, picturesque boardwalk and spate of restaurants & activities, Myrtle Beach is re-emerging as a top destination for families. Start with a new show: *That*, the tireless clogging sensation from "America's Got Talent" performs on Thursdays at Ca Opry. Then there's golf. You already know that Myrtle Beach is a top golf destination, but did you know that Miniature Golf was invented here? Try Captain Hook's Adventure Golf, where the tiny hole courses are tricked out with caves, an animated Tinkerbell, a pirate ship and even a smoking scull. Afterwards, fuel up at Garden City Pier, where you can sit at the counter and order a fried hot dog at Sam's Corner, then stroll over to the Painter's Homemade Ice Cream for cone flavors like Birthday Cake, Devil's Food Cake, Coconut and Chocolate Almond in addition to 1 standbys. Kids also love the giant aquarium at the Horry County Museum in Conway (it was featured on Animal Planet's "Tank'd"), they can also check out creepy medical instruments from the 19th century and dioramas of South Carolina wildlife. There's plenty for adults, too, like Jack Thompson's historic photos of Myrtle Beach and a well-curated collection of military uniforms: other clothing from the 18<sup>th</sup> and 19<sup>th</sup> centuries.

Instead of a hotel, consider renting a beach house—both Surfside Realty and Flipkey offer options. Pick up fish to cook at home from the fish shack in Conway, it's located under a live oak behind the Kingston Presbyterian Church, or head to Sea Captain's House for hush puppies, flounder and coleslaw. [visitmyrtlebeach.com](http://visitmyrtlebeach.com)

### East Coast Beach Town Realtors See Boost in Summer Bookings Following Harsh Winter



By **Kevin Byrne**, AccuWeather.com Staff Writer  
March 27, 2015; 5:48 AM ET

[+](#) Share | [f](#) [t](#) [in](#) [G+](#)

Following a winter that brought brutal cold and numerous snowstorms across much of the eastern United States, Realtors and tourism bureaus at popular vacation destinations are getting ready for a much-anticipated summer.

Earlier this month, the Myrtle Beach, South Carolina, [Area Convention and Visitors Bureau](#) (CVB) launched a "Thaw Me Out" social media campaign to allow people who have been snowbound this winter a chance to win a vacation to Myrtle Beach and 'thaw out.' Contestants become eligible by sharing stories or pictures of how winter weather has hampered them, along with tagging their posts with a #ThawMeOut hashtag.

The CVB has seen a lot of engagement from people who are ready for sun and sand, said Kimberly Miles, a spokesperson for the CVB. Miles added that this is the first time that the CVB has done this specific campaign.

"I think that people really are in that mindset of wanting to get their space and get their vacation times locked in, sooner rather than later," she said.

[Surfside Reality Company](#) in nearby Surfside Beach, South Carolina, has already received approximately 600 rental bookings for May compared to 440 for May 2014, said Katie McKenzie, marketing director for the company.

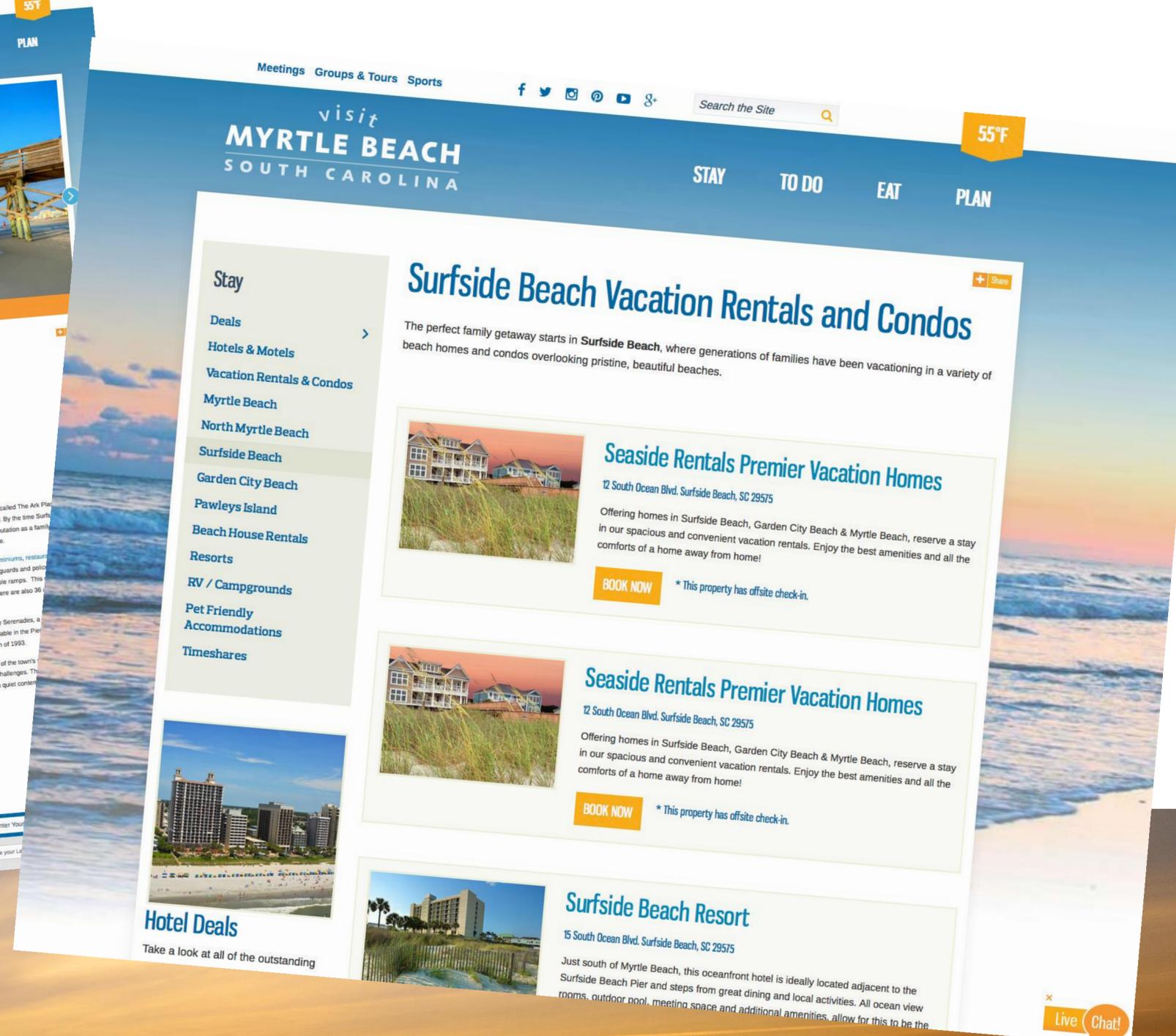
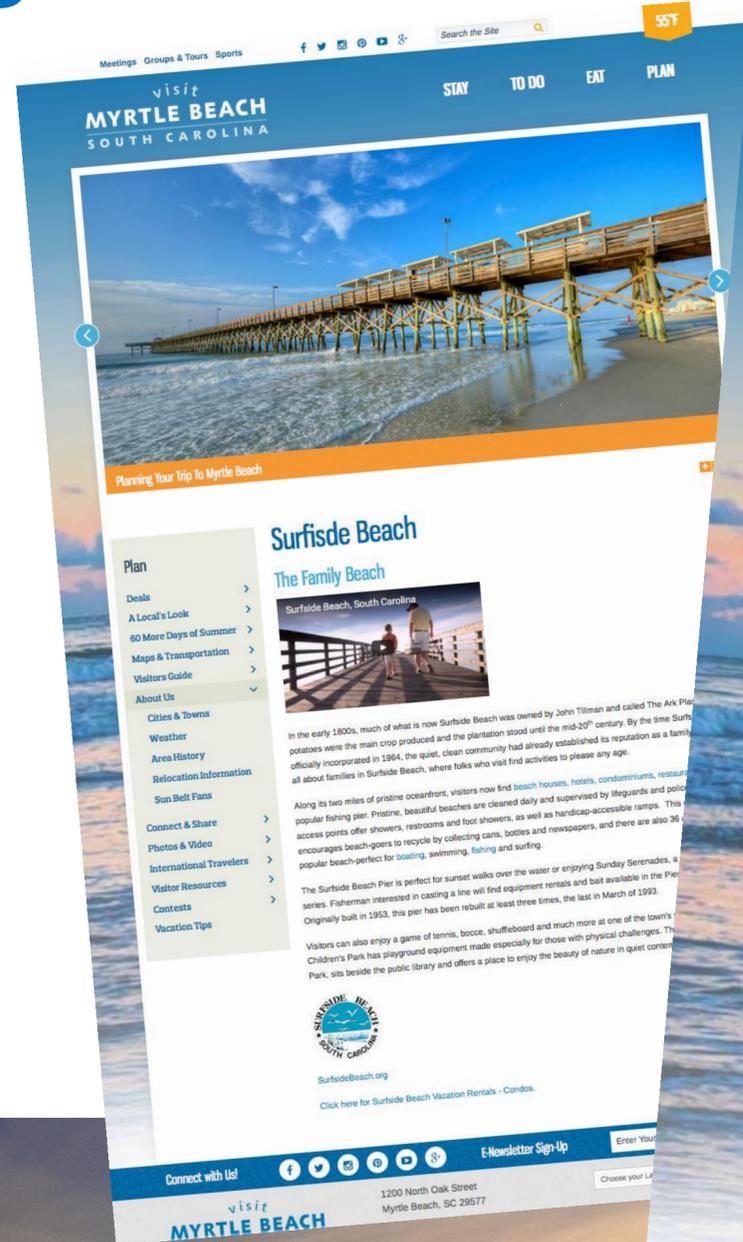
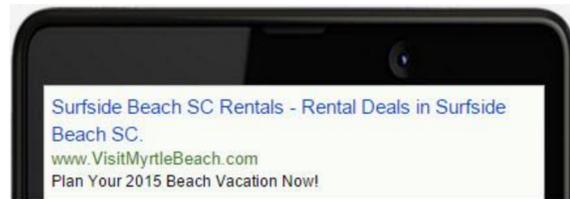


(Photo/Myrtle Beach Area CVB)

# Surfside Beach Page Views

(on VMB.com site)

- 163,241 page views (2015)



# Visit Surfside Beach



[Home](#) | [Surfside Beach Info](#) | [Where to Stay](#) | [What to Do](#) | [Dining](#) | [Shopping](#) | [Real Estate](#) | [Media Gallery](#) | [Events](#)

## Quick Links

- [Hotels & Motels](#)
- [Vacation Rentals](#)
- [Surfside Pier](#)
- [Beach Access & Parking](#)
- [Weather Forecast](#)
- [Business Directory - Services](#)
- [Mobile Web Site](#)

## Surfside Beach Events

**Partly Cloudy, 55.0 F (13.0 C)**

Today is Saturday, March 5, 2016.  
It is the 65th day of the year.

Showing 8 of 9 events scheduled for the coming week.

### Saturday

- Taste of Surfside
- BBQ Festival

### Sunday

- Taste of Surfside

### Monday

- Taste of Surfside
- Autism-Awareness Training Session for an Autism-Friendly Surfside Beach

### Tuesday

- Taste of Surfside

### Wednesday

- Taste of Surfside

### Thursday

- Taste of Surfside

View the [Event Calendar](#) for more info.

## 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 Video

The Surfside Beach Pier is perfect for sunset walks over the water or enjoying Sunday Serenades, a summer concert series. Fisherman interested in casting a line will find equipment rentals and bait available in the Pier's tackle shop. Originally built in 1953, this pier has been rebuilt at least three times, the last in March of 1993.

Visitors can also enjoy a game of tennis, bocce, shuffleboard and much more at one of the town's seven public parks. All Children's Park has playground equipment made especially for those with physical

challenges. The newest park, Passive Park, sits beside the public library and offers a place to enjoy the beauty of nature in quiet contemplation.

[View the Surfside Beach photo gallery](#)



*Visit Surfside Beach*



**Thank You!**



visit  
**MYRTLE BEACH**  
SOUTH CAROLINA