



# Marketing Update

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# 2008 Highlights

- 22,000 TV Spots in 42 markets
- 60 Ad Groups Created for Paid Search
- 1+ Million Emails Opened
- 1230 Media Stories Written
- \$5,712,439 Ad Value
- Travel Channel's "Passport to Great Weekends" – Samatha Brown



# 2008 Highlights

- 433,091 Stay & Play (Vacation Guide)
- 1,713,285 Unique Web Visits
- 2,153,032 Referrals
- Increased lead database 300,000
- Key Events Hosted – Debates, CanAm, IAGTO, Sun Fun, SATW



# Current Situation

- Oil/Gas/Energy ↑
- Food ↑
- Inflation ↑
- CPI ↑
- Consumer Confidence ↓
- Airlines in Trouble



# Looking Ahead

- Greater reliance on the Web
- Tactical use of Direct Response TV
- Reduced emphasis on Magazine Ads
- Stronger focus on PR initiatives
- Increased efforts on Promotions
- Continued improvements to Direct efforts



# Moving Forward

- “New” Myrtle Beach
- Digital content aggregation
- Tailored content distribution
- Experiences!!!



# Already Underway



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# Thank You!

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