

North Myrtle Beach Convention and Visitors Bureau Conversion Study

North Myrtle Beach, South Carolina, is a rapidly growing travel destination. The city is constantly striving to differentiate itself from neighboring Myrtle Beach and other East Coast beaches in order to break through the clutter. It needed to understand the attitudes and opinions of inquiries in order to convert them into loyal visitors. Market Verge conducted an Inquiry Conversion and Visitor Profile Study. Now, with a clear understanding of its visitor profiles and motivations, North Myrtle Beach is ready to develop a strong and consistent brand image that will effectively distinguish it from competitors and successfully convey meaningful benefits to its key audiences.