BUILDING BRAND CONNECTIONS

AT HOME

LIFE IS STRESSFUL

ON VACATION

LIFE IS
EASY GOING

A UNIQUE MESSAGING OPPORTUNITY

The Destination Network is a visitor information network serving resort and destination city markets.

The Destination Network is unique.

No other network reaches the audience we do as effectively as we do.

DESTINATION NETWORK

A UNIQUE MESSAGING OPPORTUNITY

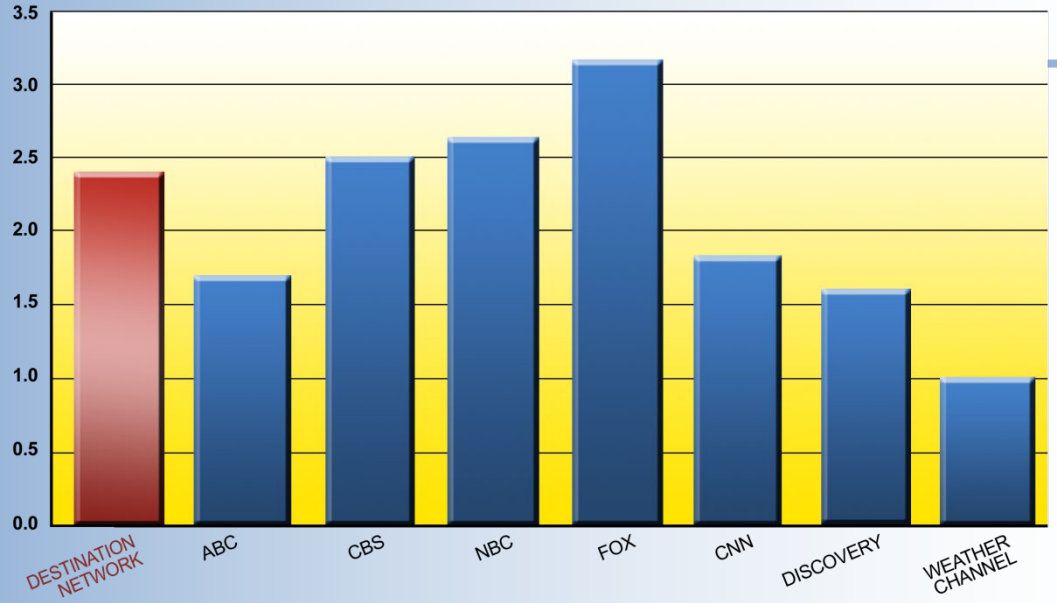
Environment

- Uncluttered
- Relevant, connected & positive
- Ad blocker proof
- Stress free & secure

Audience

- Engaged
- Receptive
- Relaxed
- Open-minded
- Seeking new experiences

DESTINATION NETWORK

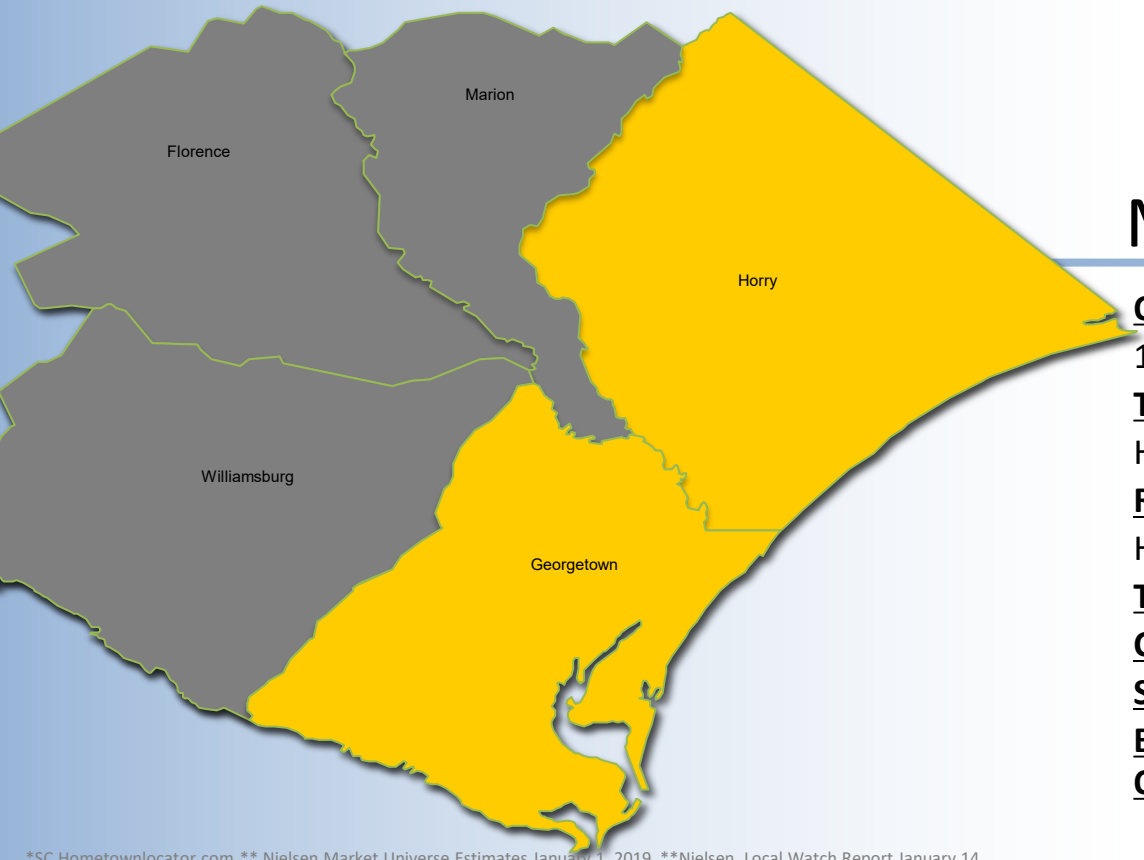


NIELSEN RATINGS

Destination Network is rated as part of the Outside Television affiliate network. Destination markets that have participated in ratings studies include Atlanta, New Orleans, Panama City, Destin/Mobile/Pensacola, Key West and Myrtle Beach/Pawleys Island.

Overall Nielsen Ratings for the year 2018

DESTINATION NETWORK



Myrtle Beach DMA

Overnight Visitors
17,940,000^

Transient Rooms
Horry: 156,978~ Georgetown: 3,000

Residential
Horry: 296,443* Georgetown: 66,130^

Total TV Households 281,550**

Cable 158,320**

Satellite 89,840**

Broadcast Only 42,286 (14%)**

OTT & Apps 138,224~

*SC.Hometownlocator.com ** Nielsen Market Universe Estimates January 1, 2019, **Nielsen Local Watch Report January 14, 2019 ~ Roku, Apple TV, Amazon Fire, Android, iOS June 1, 2019*, ^Myrtle Beach Area Chamber, July 2016, ~ Myrtle Beach Area Chamber of Commerce Horry County Accommodations Survey March 19, 2018

BEACH TV

HOW THEY WATCH

- Research reveals guests rank local Visitor Information among the top 3 most important TV options.**
- Hotel guests watch an average of 4 hours of TV per day.
- 52% of guests watch Visitor Information TV when available.
- Average daily time viewing Visitor Information TV exceeds 100 minutes.
- Over 80% of travelers operate devices while watching TV.

**"2016 In-Room Entertainment Preference Study" ADB's Business TV October 12, 2016

DESTINATION NETWORK

WHY THEY WATCH

- 70% Dining
- 69% Check out Local Market
- 53% Learn the Local Lifestyle
- 51% Sports & Activities
- 51% Outdoor Conditions
- 47% Shopping
- 28% Nightlife
- 22% Things To Do with Kids
- 14% Find Local Real Estate

*Source: Intercept Interviews in RSN/Outside/Beach TV Markets

BEACH TV

WHAT THEY WATCH

"Television remains the best channel for conveying emotional brand images and sustaining them over time.“* Leading advertisers continue to partner online video with television - combining television’s powerful immersive experience and broad reach with online video’s ability to target and optimize frequency. Taken together, these two media are increasingly and critically important to advertisers’ campaigns.*

*Zenith The ROI Agency February 2019

DESTINATION NETWORK

ROI TOP PERFORMERS

"By 2021, we expect television and video to have a combined 48.8% share of global 'display' advertising – a higher share than television ever achieved on its own.

Television and online video are working harder for advertisers than ever before."* Maximizing ROI through multi-screen viewership opportunities is the driving principle at Destination Network.

*Zenith The ROI Agency February 2019

DESTINATION NETWORK

DNET -THE DESTINATION DIGITAL NETWORK

Digital Streaming Viewers Current Total: 819,073*

Consistently rated 4+ of 5

Destination Network stations stream live and offer VOD online & on all leading video platforms, including Apple TV, Roku and Amazon, iPhone, iPad, Android, YouTube, Kindle, et al. Travelers planning upcoming trips and researching destinations are DNET's primary target audience.

*June 1, 2019** Note Average Viewing Time estimated at an Hour with Key TV Average Viewing Time over two Hours!

DESTINATION NETWORK

Close to the Point of Purchase

Great marketers shift investments to where conversion performance is highest… closest to the time of purchase by consumers.*

In tourism markets, that means targeting visitors in hotels and resorts.

Visitors are excited to be here. They are nearby, they have money, and they are looking for ways to spend it.

We are in the room with them… we are as close to the point of purchase as you can get.

*Zenith The ROI Agency February 25, 2019

DESTINATION NETWORK

OUR STRENGTH

Reaching a special audience,
in a special place,
in a very special frame of mind.

*May 1, 2016

BEACH TV

A FAMILIAR, TRUSTED ADVISOR AND ESSENTIAL RESOURCE TO MILLIONS OF TRAVELERS
A VALUED PARTNER AND SERVICE PROVIDER TO THE HOSPITALITY INDUSTRY

1987-2019 32 YEARS

VISITOR INFORMATION CHANNELS ARE TOP TIER FOR TRAVELERS

73% of Millennials consider their Hotel TV “Very Important” vs. 54% of older guests.

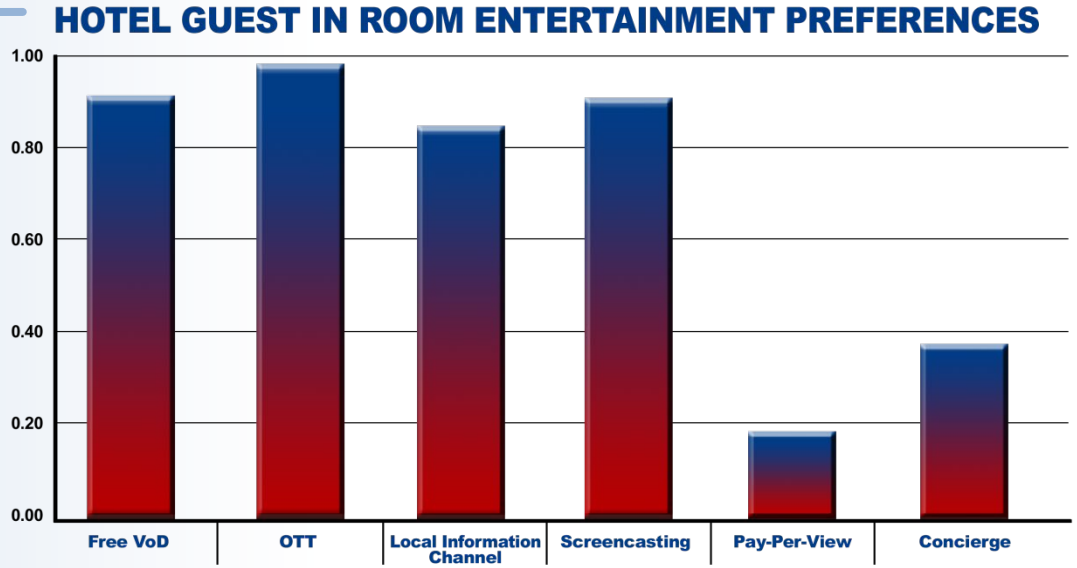
Hotel and Local Information channels, OTT, broadcast channels, free VOD, Group Messaging and ability to pause live TV are the most important television services to hotel guests.

Note: DNET stations may be included in two or more ‘most important’ categories: Broadcast TV, Local Information Channels, Free VOD and OTT (Roku, Apple TV, etc.) Some properties may choose to use all four options offered by DNET. **“2016 In-Room Entertainment Preference Study” ADB's Business TV October 12, 2016

DESTINATION NETWORK

RESEARCH & REFERENCE

73% of Millennials consider TV “Very Important” vs. 54% of older guests. With all age groups, OTT (Netflix, etc.) ranked 98%, Free VOD 90% and Local Information Channels 84%. They also want to be able to view their own content on hotel room televisions (screencasting).



**“2016 In-Room Entertainment Preference Study” ADB's Business TV October 12, 2016

DESTINATION NETWORK

ENVIRONMENT MATTERS

TV is more than buying audiences. Environment matters. *Where the ad lives is just as important as who it reaches, maybe more.*

Advertisers who limit themselves just to audience buying run the risk of placing ads in front of people at a time when they aren't engaging or responding.

*Jon Steinlauf, president-national ad sales, Scripps Networks March 22, 2017 Ad Age

DESTINATION NETWORK

RESEARCH & REFERENCE

The traveling audience is 3.6 times more likely to watch Destination stations than other networks while traveling; they are more likely to try new products, and they experience over 30% greater ad recall.*

*Source: Nielsen Media Research, Telephone Coincidentals dating back to 2009

DESTINATION NETWORK

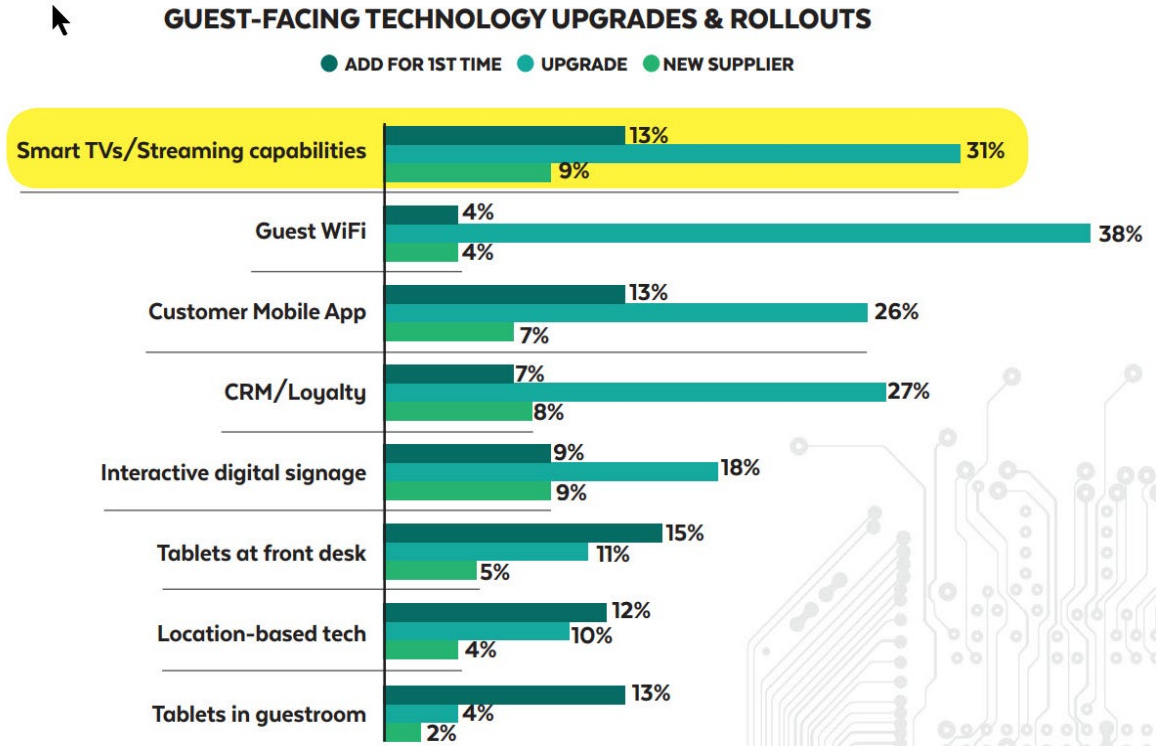
LODGING INDUSTRY REPORTS

The TV is the design and media center of the room. It's the first thing guests see and has the greatest impact on the overall impression of an establishment. Luxury or affordable, resort or hotel, the number one guestroom technology request is WIFI and #2 is HD & Smart TV.

DESTINATION NETWORK

2018 HOSPITALITY TECHNOLOGY STUDY

TV still tops the list for guest preference and 2018 property management investment plans. Luxury or affordable, resort or hotel, the number one guestroom technology is TV, with rapidly expanding Smart TV installation and upgrades planned for 2018.

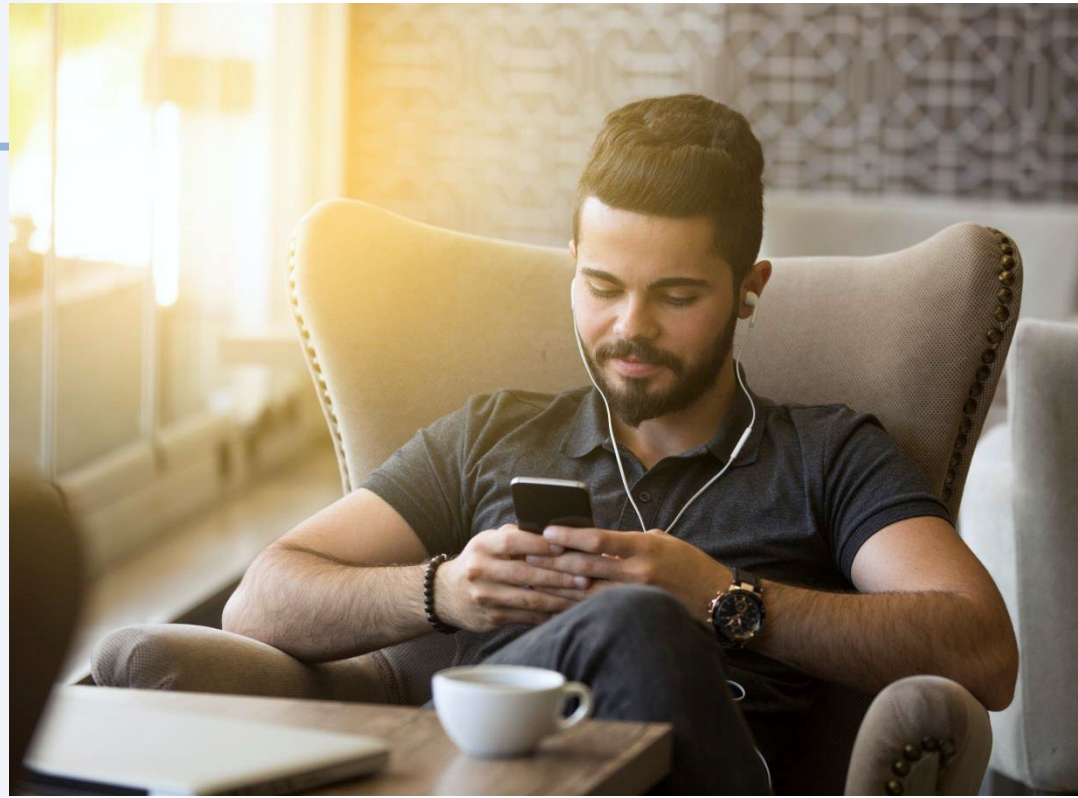


DESTINATION NETWORK

DIGITAL CONTENT CREATION PARTNERSHIP

Facebook CEO Mark Zuckerberg says, *"We see a world that is video first with video at the heart of all our apps and services."*

We help our clients navigate the complex and ever-changing art of social media content management with an arsenal of experience, skill and creativity… backed up by a massive video library accumulated over three decades.



DESTINATION NETWORK

HOW THEY WATCH

Mobile – Destination Network apps are free to users of all mobile devices. Stations stream live and provide on-demand access to massive video libraries. All include special events, entertainment, live cams, shopping, restaurants and attractions. Users may review and share favorites on social media.

BEACH TV

Longer Videos Mean Higher Engagement

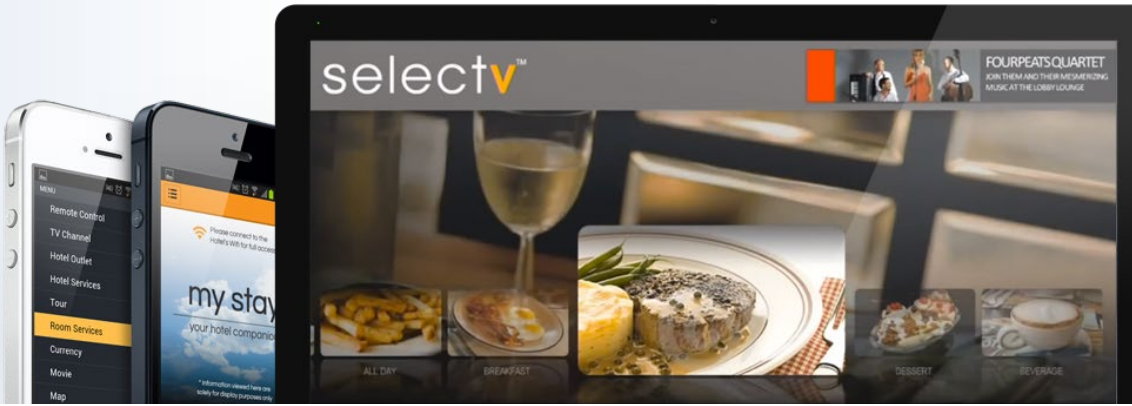
Wochit's Social Index, reveals videos longer than 90 seconds see 78.8% more shares and 74.6% more views when compared to videos of other lengths. There was also a correlation between the number of videos published on social platforms and the number of followers of that page. Publishers that increased their video posting saw their follower numbers increase accordingly.

DESTINATION NETWORK

October 31, 2017 MediaPost.com

HOW DO THEY FIND US?

Lodging technology is moving rapidly. Guests enjoy an impressive array of user friendly on-screen channel guides and Welcome Apps. In addition, we advertise in Visitor Magazines, sponsor special events and promote our station direct to guests through our network of lodging partners via other in-room guest information products.



DESTINATION NETWORK

PROGRAM LINE UP

Fun & Sun **Daily 6-10a** A daytime guide to daytime fun and exploration: sports and recreation, attractions, special events, parks and neighborhoods, with shopping reviews, local history and culture.

Sneak Prevue **Daily 10a-12p** A preview of restaurants and nightlife, with recommendations for lunch spots and the best Bloody Marys.

Destination Network **Daily 12-2p & Weekends 9-10am** Travel, Architecture, Interior Design and real estate.

Grand Strand **Daily 2-4p** It's check-in time for most hotels & condos. As guests unpack, they turn us on for a review of the best shopping, golf, galleries, museums, local characters and local color.

Prime Dining **Daily 4-7p** Celebrity chefs, restaurant reviews and spectacular preparations of local dishes have made Prime Dining one of our most popular and successful dayparts. Perfect timing… just before dinner.

Nightwaves **Nightly 8p-12a** Restaurant reviews, celebrity chefs, special events, cocktails, wine and local craft beers, with a spotlight and the South Carolina Coast's vibrant music, arts and culture scene

Late Night **Late Night 1-6a** The best late night entertainment, with a focus on local musicians and artists, targeting the hospitality and entertainment industry.

Our Shows

Local News **10 Minute Updates at the top of the hour** - Good news only! Current exhibits & special events, sports, dining tips, parks and wildlife, plus interviews with local leaders and local happenings.

Nightlife **Nightly 7-8p & 12-1a** Colorful reviews of the best nightlife and entertainment options. Concerts, events, musicians & the best bartenders.

Top 5 Restaurant Countdown **Daily 10-12am, 4-7pm & Nightly between 8 and 11:30pm** Professional Food Critic and Travel Writers host our network's most popular show… where to eat! Of Course!

Destination Travel **7x per day,** an innovative and fun way to learn what the Grand Strand has in common with New Orleans, Atlanta, the Florida & Alabama Gulf Coast, Key West and the Florida Keys.

Game Day **Every day 7:30am & 6:30pm plus Weekends 9:30am & 10:30pm** Hosted show opening with five editorial recommendations for best places to watch the games. Sponsorship, Avails & Adjacencies

What's for Breakfast? **Every morning 5:45, 6:45 & 8:45am plus Weekend Brunch Previews** Non-hosted overview of five best breakfast spots and weekend brunch reviews. Sponsorship, Avails & Adjacencies

Kids on the Coast **Monday-Wednesday 12:30-1p & 1:30-2p** Educational programming for kids 13-16

BEACH TV

THE RATINGS PROGRAM

Overview: Studies conducted with Nielsen Media Research (NMR) 12 times per year. Outside/Destination conducted its first ratings study with Nielsen April,1997.

Method: Telephone coincidental

Sample: Mix of visitors staying in resort lodging properties, condos, rental homes, and second homes as well as locals; Call list is typically 80% market visitors and 20% market residents.

Frequency: Outside/Destination Network collects ratings data each month and produces quarterly reports.

Sample size: NMR calls about 2,700 people in a typical quarter (more than 10,000 people annually).

Market measurement: At least 50% of sub base every quarter. The entire plan is approved by Nielsen at the start of each study period.

Reports: NMR collects and reports ratings, share, VPVH, and age demo % data; Outside Television provides this data to Management Science Associates (MSA) to produce buy analysis reports/posts for national advertisers.

DESTINATION NETWORK

DESTINATION NETWORK

Atlanta

New Orleans

Florida & Alabama Gulf Coast

Myrtle Beach

Pawleys Island & Georgetown County

Key West & the Florida Keys

DESTINATION NETWORK

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