

**BEACH**  **TV**

**BUILDING BRAND CONNECTIONS**

**AT HOME**

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**LIFE IS  
STRESSFUL**



**ON VACATION**

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**LIFE IS  
EASY GOING**







## A UNIQUE MESSAGING OPPORTUNITY

The Destination Network is a visitor information network serving resort and destination cities in the Southeast.

No other network reaches the audience we do as effectively as we do, and that is important because, once out of their normal routine, travelers are proven to be more *present* in whatever they were doing, and they are eager to try new things.

\*UCLA Management February, 2019

**BEACH** TV



# A UNIQUE MESSAGING OPPORTUNITY

We are not traditional TV. We are a visitor information service delivered *on* the TV in the quiet comfort and safety of hotel and resort rooms.

Viewers need, and are actively seeking, the information we provide.



**BEACH**TV



# A UNIQUE MESSAGING OPPORTUNITY

## Environment

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

## Audience

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



# ENVIRONMENT MATTERS

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We are always there for them, 24/7/365... on their time table.

We are available when they want, and we air *only* what they want.

We deliver a rich flow of uplifting, compelling stories... an ideal environment for ads, and, we offer many unique opportunities for our advertisers to become part of the destination's story.



**BEACH**TV



# ENVIRONMENT MATTERS

*Where an ad lives is just as important as who it reaches, maybe more.*

Advertisers who limit themselves to audience buying and measure ROI only by hard metrics, run the risk of placing ads in front of people at a time when they aren't engaging or responding... or worse, placing their brand in bad company.



\*Jon Steinlauf, President-national ad sales, [Scripps Networks](#) 2017 Ad Age



# ENVIRONMENT MATTERS

Brands need to communicate with consumers in the environments that best match their values, and at the times when consumers are ready to move along the path to purchase.\*



\*Zenith The ROI Agency June 11, 2019

# 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 our markets, that means targeting visitors who are nearby, looking for the best ways to spend their money. We are literally in their room with them... as close to the point of purchase as you can get.



\*Zenith The ROI Agency February 25, 2019



# OUR GREATEST STRENGTH

Building brand connections  
with a special audience,  
in a special place...  
in a very special frame of mind.



**BEACH**TV



Markets & Audiences



# DNET. DIGITAL. DESTINATION NETWORK

## Total Network Digital Views\*

01/01/2015 – 03/31/2024

**31,395,284**

## App Installs

**1,205,596\*\***

Consistently rated 4+ out of 5

Live Stream & VOD

All platforms



\*Station Websites, Facebook, YouTube, Roku, Mobile Apps, OTT Apps, Client Embed Codes

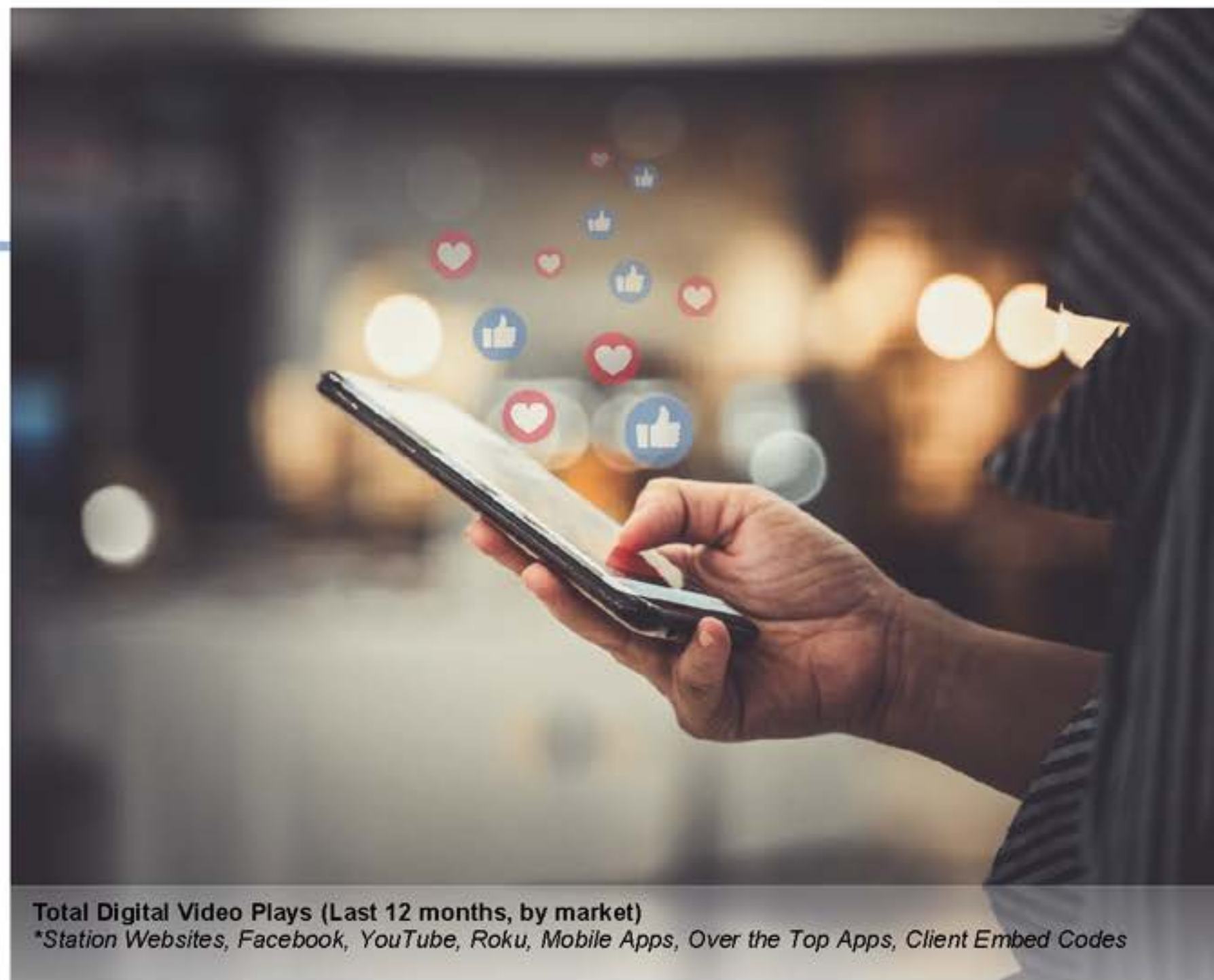
\*\*Roku, Apple TV, Amazon Fire, Android, iOS

# DNET. DIGITAL. DESTINATION NETWORK

## One Year Total Digital Views\*

04/01/2023 – 03/31/2024

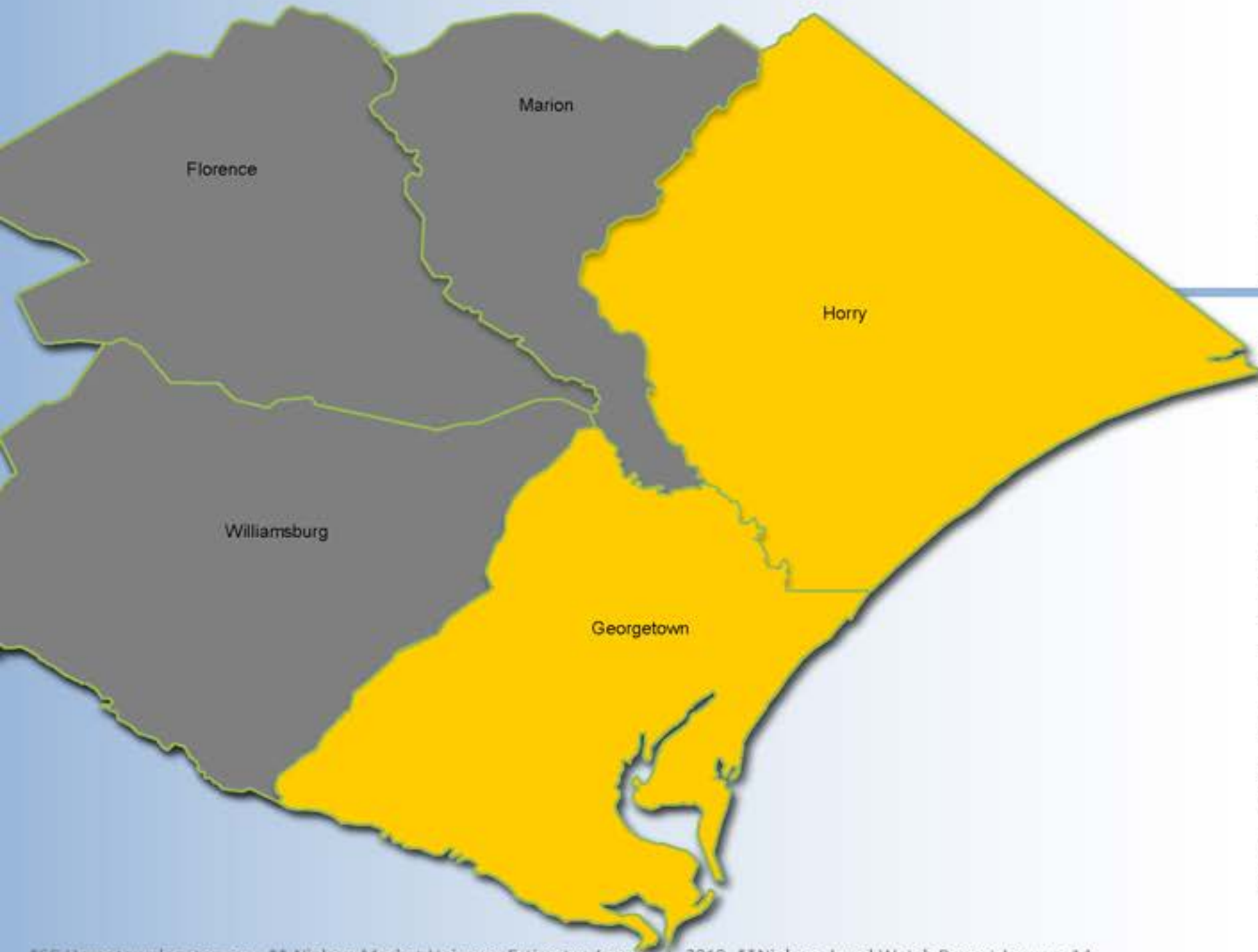
Panama City	<b>9,954,376</b>
Myrtle Beach   Pawleys Island	<b>3,789,114</b>
Alabama   Florida Gulf Coast	<b>1,000,117</b>
Florida Keys   Key West	<b>373,244</b>
New Orleans	<b>117,888</b>
Atlanta	<b>111,012</b>
<b>Total 6 Markets</b>	<b>15,644,088</b>



Total Digital Video Plays (Last 12 months, by market)

\*Station Websites, Facebook, YouTube, Roku, Mobile Apps, Over the Top Apps, Client Embed Codes





# Myrtle Beach DMA

**Overnight Visitors**

17,940,000<sup>^</sup>

**Transient Rooms**

Horry: 156,978<sup>~</sup>     Georgetown: 3,000

**Residential**

Horry: 296,443<sup>\*</sup>     Georgetown: 66,130<sup>^</sup>

**Total TV Households** 281,550<sup>\*\*</sup>

**Cable** 158,320<sup>\*\*</sup>

**Satellite** 89,840<sup>\*\*</sup>

**Broadcast Only** 42,286 (14%)<sup>\*\*</sup>

**OTT & Apps** 282,696

\*SC.Hometownlocator.com \*\* Nielsen Market Universe Estimates January 1, 2019, \*\*Nielsen Local Watch Report January 14, 2019 \*\*Roku, Apple TV, Amazon Fire, Android, iOS March 2024, ^Myrtle Beach Area Chamber, July 2016, ~ Myrtle Beach Area Chamber of Commerce Horry County Accommodations Survey March 19, 2018

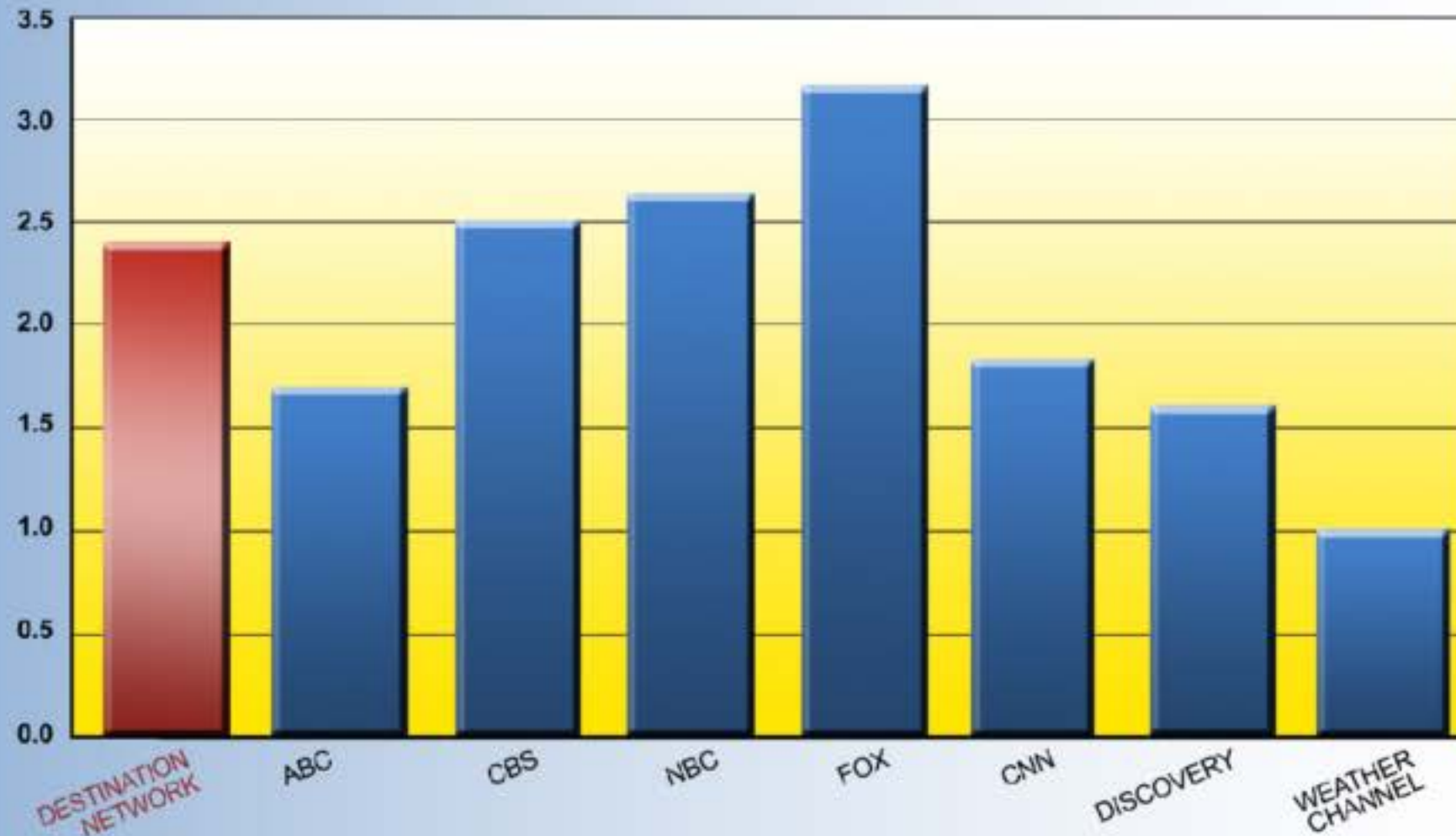




Research & References



## 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

# 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





# WHY THEY WATCH

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





# GREAT CONTENT IS GREAT CONTENT

Guests rank Local Information channels among the top 3 most important TV channel options.\*\*  
52% of guests watch Visitor Information channels when available, and average daily time viewing Visitor Information exceeds 100 minutes.  
Overall, guests watch TV an average of 4 hours per day, and over 80% operate devices while watching.



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



# GREAT CONTENT IS GREAT CONTENT

"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



## 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.



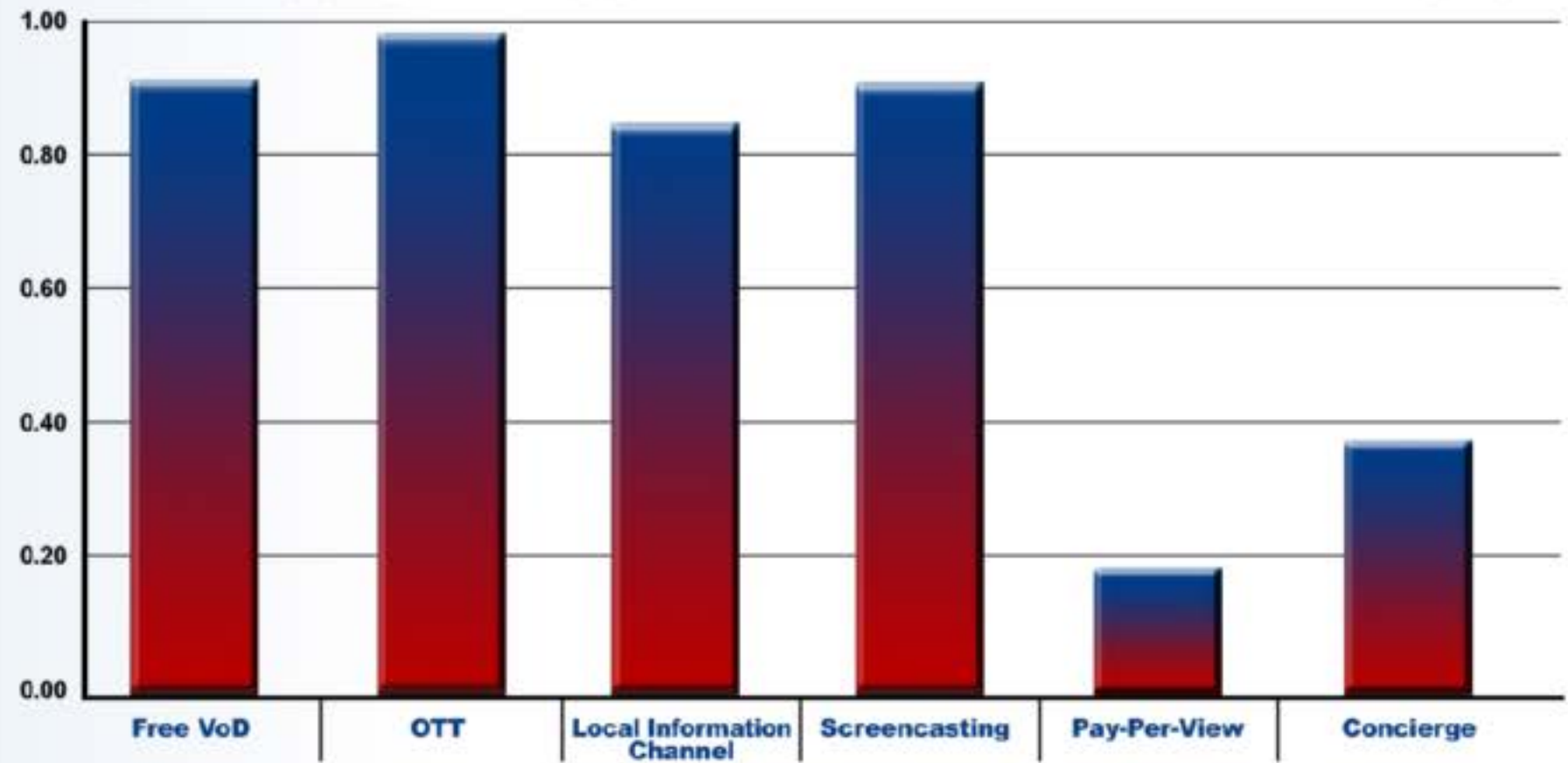
\*Zenith The ROI Agency February 2019



# RESEARCH & REFERENCE

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).

## HOTEL GUEST IN ROOM ENTERTAINMENT PREFERENCES



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

# 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 #1 guestroom technology request is WIFI and #2 is HD TV.





# KANTAR INDUSTRY REPORTS

“The big screen is making a comeback, bigger and better than before.” TV is the proven brand-building medium: the dominant cultural and advertising channel of choice. Far from killing television, the internet is now part of the TV and video ecosystem. Smart TV penetration has grown from under 10% to nearly 40% in four years.

[Sources: Kantar 2019 Fact Pack]





# HOW THEY WATCH

Consumers turn to the best available screen for their TV and video viewing.\* Consumers are 32% more likely to enjoy an ad on a TV set than via online platforms. \*\*

Source: Kantar data Aug-Oct 2018\*  
Kantar Media DIMENSION study 2018\*\*





# 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 Coincidencials dating back to 2009



# 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.





# 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.





# 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 4-8p** 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 12-6a** 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





# 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.

## CONTACT INFORMATION

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