



B E A C H , S C

OBJECTIVE

Develop an overarching digital strategy for multiple markets to increase regional visibility, drive traffic and improve hotel occupancy rates during the off-peak season.

STRATEGY

Gray Media developed a multi-market strategy focused on cities with a higher probability to visit Folly Beach based on proximity and ease of travel (cities with direct flights), as well as behavior, including positioning for remote workers, holiday travelers, outdoor adventure enthusiasts and destination wedding planners.



125%

Increase in website
visitors
YOY.



155K

Website sessions –
accounting for 30%
of website traffic.

147K

New website users
over 7-month
campaign.

