GREATER MYRTLE BEACH COLLABORATIVE

Myrtle Beach Area CHAMBER of COMMERCE

VISIT Myrtle Beach SOUTH CAROLINA

PARTNERSHIP GRAND STRAND

Myrtle Beach City Council Update & Accountability Reports Presented July 2026

Matt Pivarnik

Chief Executive Officer,
Greater Myrtle Beach Collaborative



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Accountability Reporting

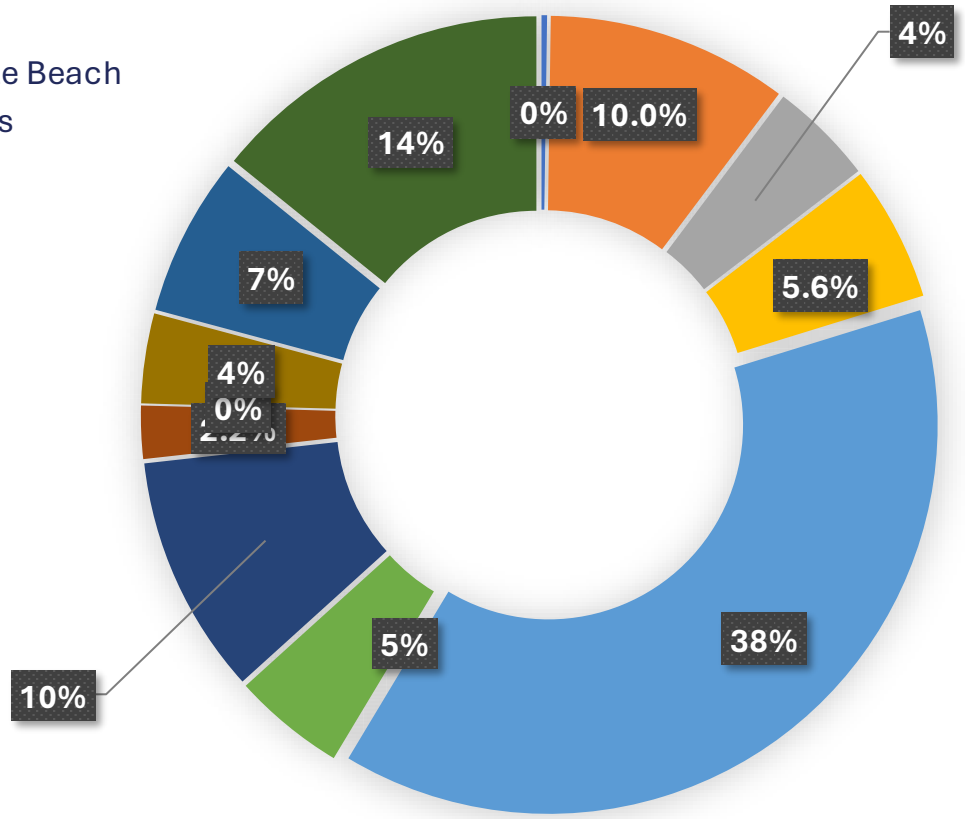
Randy McKeel, Chief Financial Officer



Q1 Myrtle Beach TDF Allocations

TDF Marketing Activities promote visitation to Myrtle Beach through a wide range of promotions, including leisure advertising campaigns, groups marketing, general consumer promotions and publicity, golf and international marketing. All campaigns are supported with research and tracking to maximize return on investments.

Note: Q1 2026 (Jan-Mar) Myrtle Beach TDF Allocations

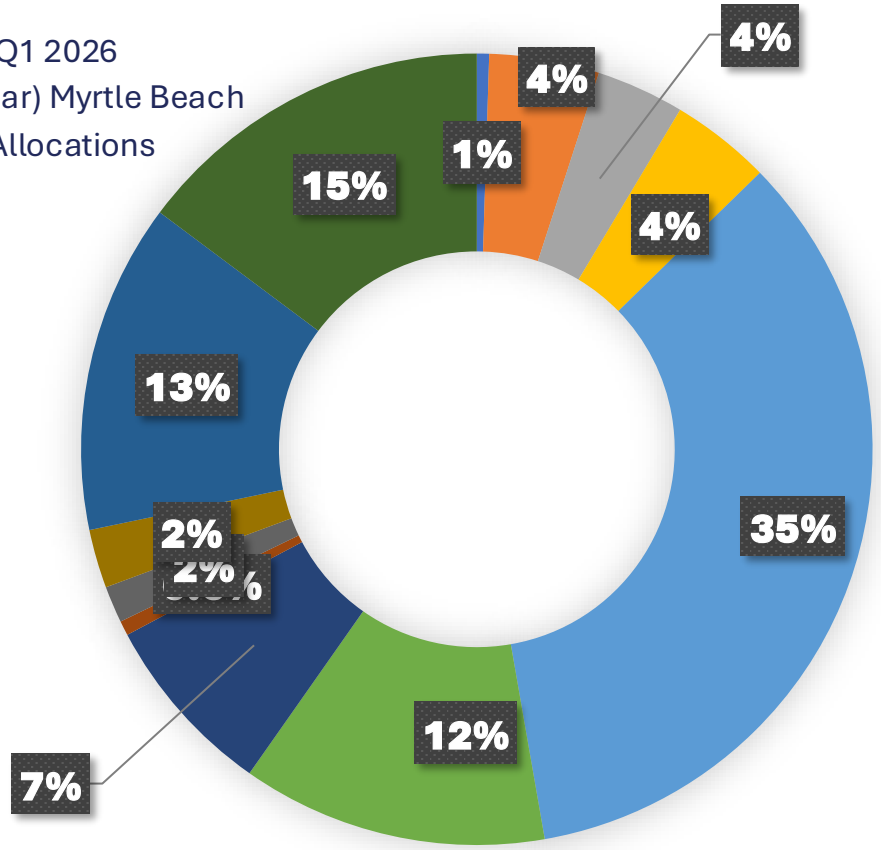


- Air Service - $15,411.11 - 0.2%
- Creative/Content Development - $683,591 - 10%
- Destination Publicity - $295,845.76- 4.3%
- Digital - $383,641.28- 5.6%
- General Consumer Promotions - $2,614,794.73- 38.4%
- Golf - $318,875.94 - 4.7%
- Group Sales - $677,822.42 - 9.9%
- International Promotion - $149,864.75 - 2.2%
- Outdoor & Integrated Pkgs - $0
- Research - $253,839.76 - 3.7%
- Social and Search Media - $452,669.10 - 6.6%
- Television - $967,069.27- 14.2%

Q1 Myrtle Beach A-Tax Allocations

A-TAX Marketing activities promote visitation to Myrtle Beach through a wide range of promotions, including increased focus on general consumer promotions, digital promotions, groups marketing and event promotions targeting South Carolina visitors more than 50 miles away from the destination.

Note: Q1 2026 (Jan-Mar) Myrtle Beach A-Tax Allocations



- Air Service - $1,379.78 - 0.5%
- Creative/Content Development - $12,746.32 - 4.5%
- Destination Publicity - $10,204.91 - 3.6%
- Digital - $11,609.59 - 4.1%
- General Consumer Promotions - $98,947.32 - 34.6%
- Golf - $35,875.10- 12.5%
- Group Sales - $21,389.13- 7.5%
- International Promotion - $1,853.80 - 0.6%
- Outdoor & Integrated Pkgs - $4,274- 1.5%
- Research - $6,822.61- 2.4%
- Social and Search Media - $38,748.16 - 13.5%
- Television - $42,378.37- 14.8%

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Marketing Update

Stuart Butler, President Visit Myrtle Beach



Myrtle Beach: No. 5 Best Small City in America

2026 America's Best Cities

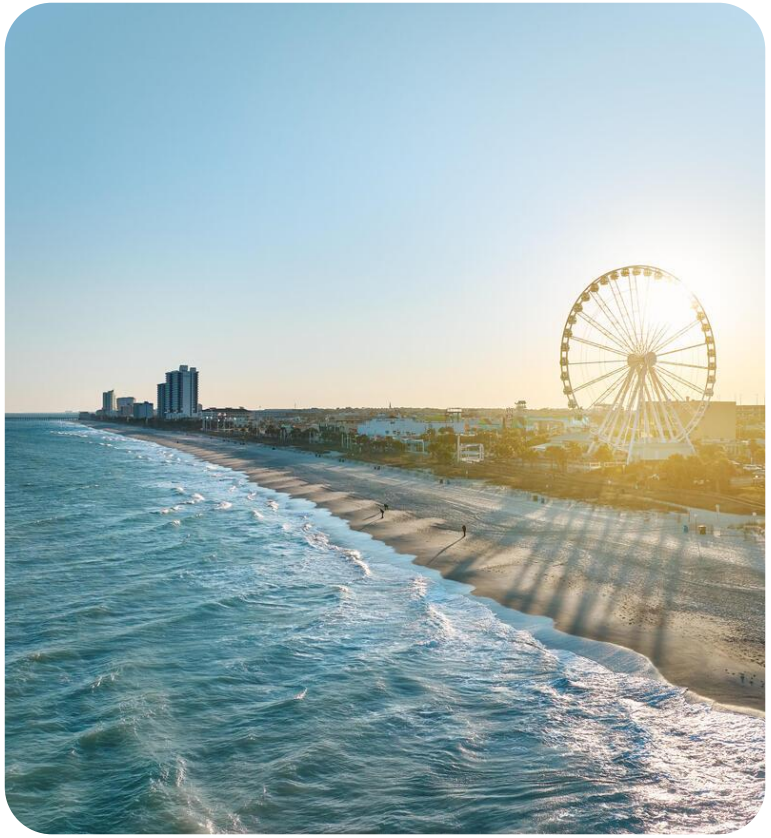
Source: Resonance Consultancy

No. 5
Best Small City

No. 2
Lovability

No. 7
Livability

No. 55
Overall — 393 U.S. metros



What's Behind the Ranking

- Top tier alongside Savannah, Boulder, Asheville & Ann Arbor
- Noted as one of the nation's fastest-growing areas with Americans relocating to communities that offer lifestyle advantages, affordability and economic opportunity.
- Praised as a model for building a strong "sense of place" and "growth momentum"

Lovability (No. 2) & Livability (No. 7) span dining, arts, outdoors, green space, climate, housing & healthcare

BOTTOM LINE: National recognition validates the region's strategy — and signals where Myrtle Beach can keep raising the bar.

2025 MARKETING IMPACT

Industry-Leading ROI

$1

CAMPAIGN SPEND

Every dollar spent on Visit Myrtle Beach marketing campaigns...

=

$139

VISITOR SPENDING

Results in nearly $140 in direct spending from our visitors.

$20

LOCAL TAX REVENUE

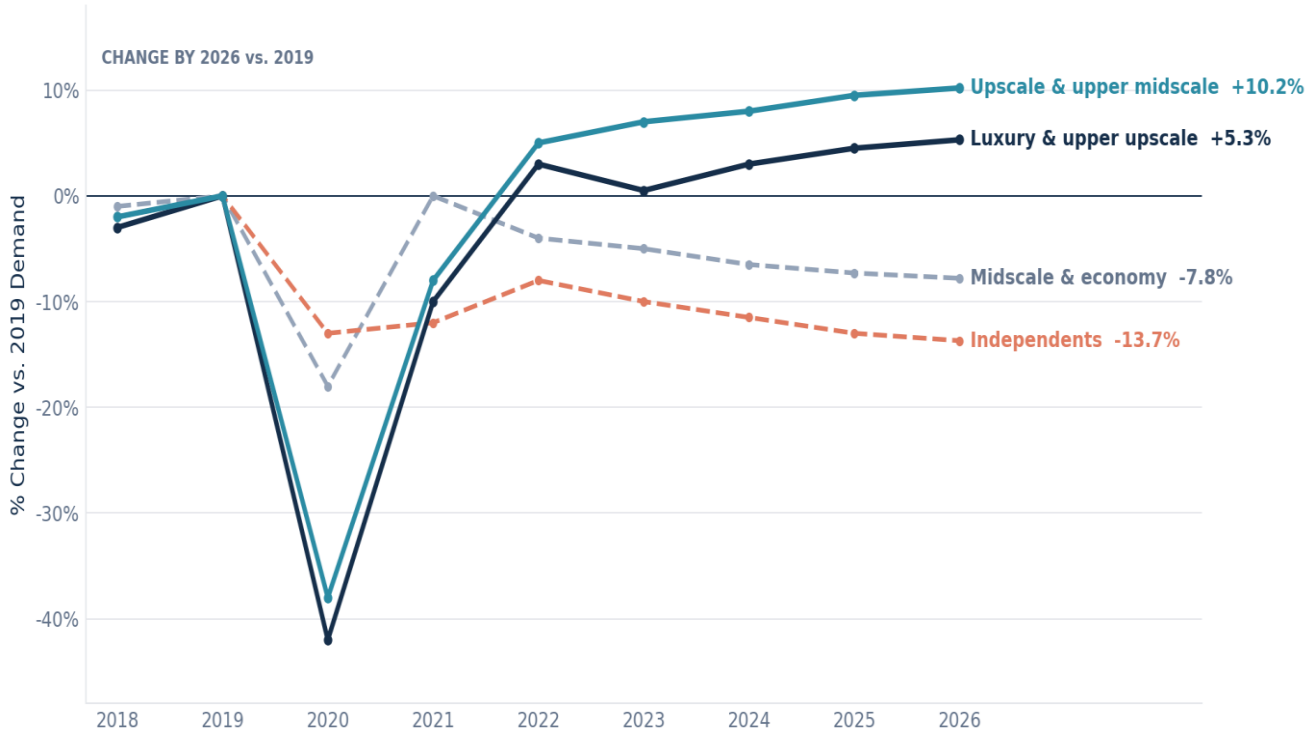
This spending generates $20 in tax revenue for Horry County and local municipalities.

Source: Longwoods International, Myrtle Beach ROI 2025 Report

U.S. Hotel Demand: Recovery Has Been Tiered

By 2026, upper-tier chains are forecast above 2019 demand; midscale, economy & independents remain below

- Luxury, upscale, and upper-midscale hotels have cleared 2019 demand and are projected to keep growing through 2026.
- Midscale & economy (-7.8%) and independents (-13.7%) remain below 2019 — with mild declines expected in 2026.
- The K-shape that follows is built on this foundation: same property mix, different trajectories by tier.



Source: Tourism Economics

Travel Spending Is K-Shaped

Higher-income households are driving 2026 travel growth; lower-income is pulling back

AFTER-TAX WAGE GROWTH

6.0%
Higher-income

2.3%
Middle-income

1.5%
Lower-income

YoY, April 2026

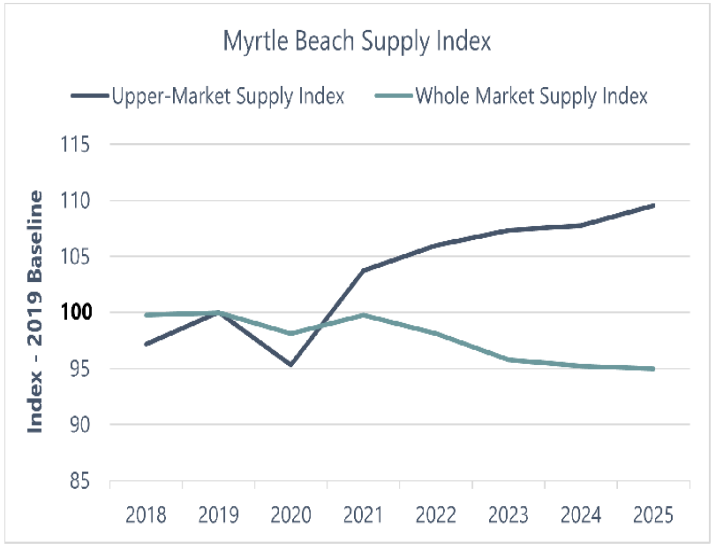


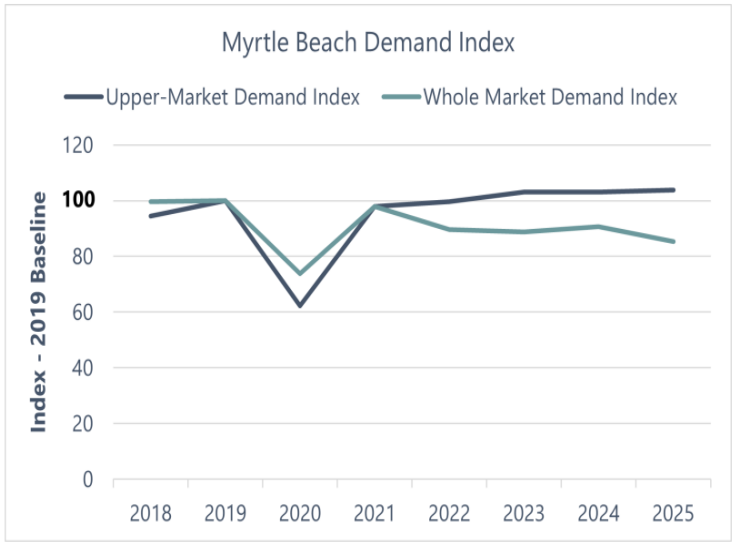
TAKEAWAY: Travel-spending growth is concentrated in higher-income households

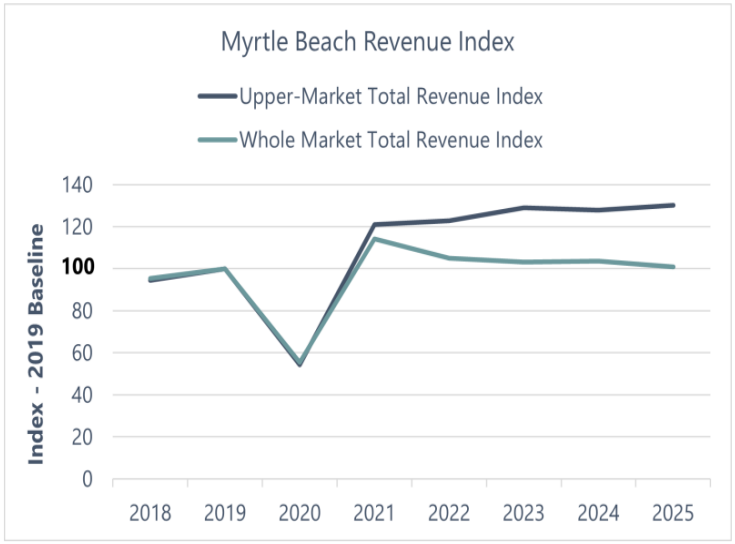
Source: Bank of America Institute, May 2026

The K-Shape Plays Out Locally in Myrtle Beach

Supply, demand, and revenue indices show upper-midscale+ outperformance vs. broader market







TAKEAWAY: Myrtle Beach mirrors the national K-shape — the higher-end segment is where growth and investment are concentrating.

Source: HVS / CoStar, May 2026

A-Tax Comparison

- In Q1 2026, Myrtle Beach Accommodations Tax revenue ($1.93M) was 13.9% lower than Q1 2025 ($2.24M).
- Even after adjusting for inflation, Q1 2026 collections were 0.8% higher than Accommodations Tax revenue during 2019.

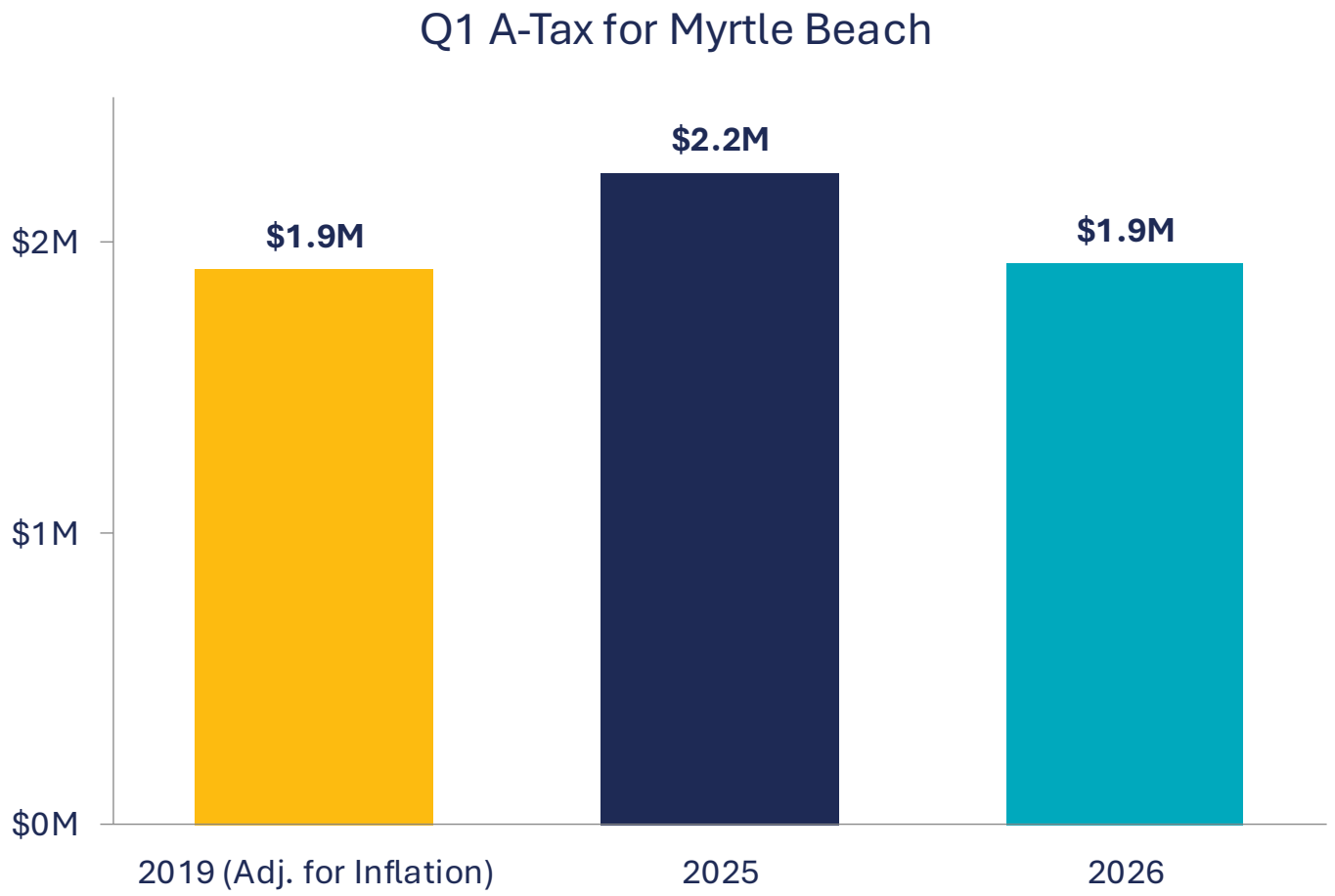
-13.9%

vs. 2025

+0.8%

vs. 2019

Q1 2026 Myrtle Beach accommodation tax is 13.9% below 2025. It remains 0.8% higher than inflation adjusted 2019.



TDF Comparison

- TDF collections during Q1 2026 were almost exactly on par with 2025, at $8.5M.
- Adjusted for inflation, Q1 2026 TDF collections were 14.4% higher than Q1 2019.

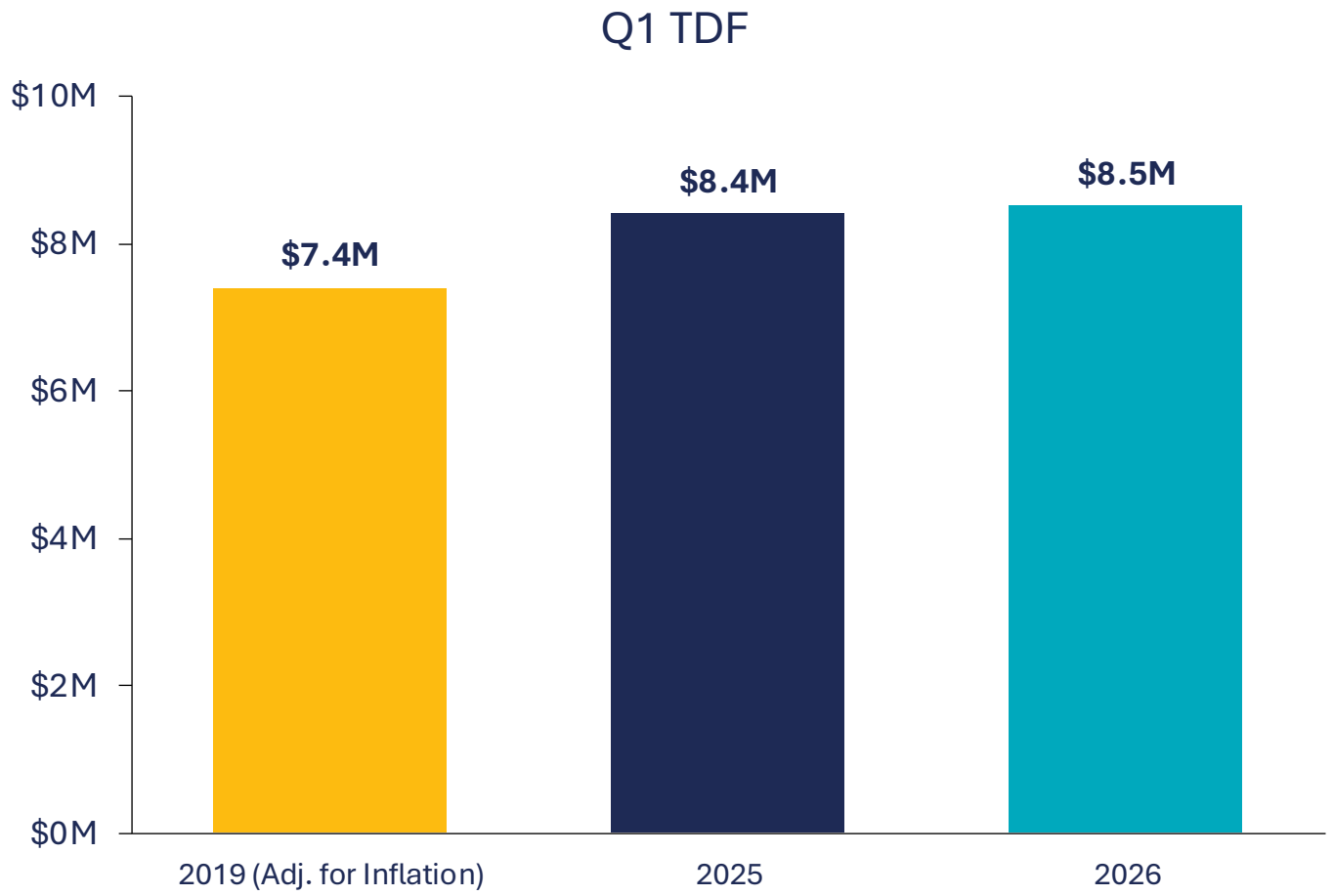
+0.5%

vs. 2025

+14.4%

vs. 2019

Q1 2026 Tourism Development Fee revenue is 0.5% above 2025. It is 14.4% above 2019 after adjusting for inflation



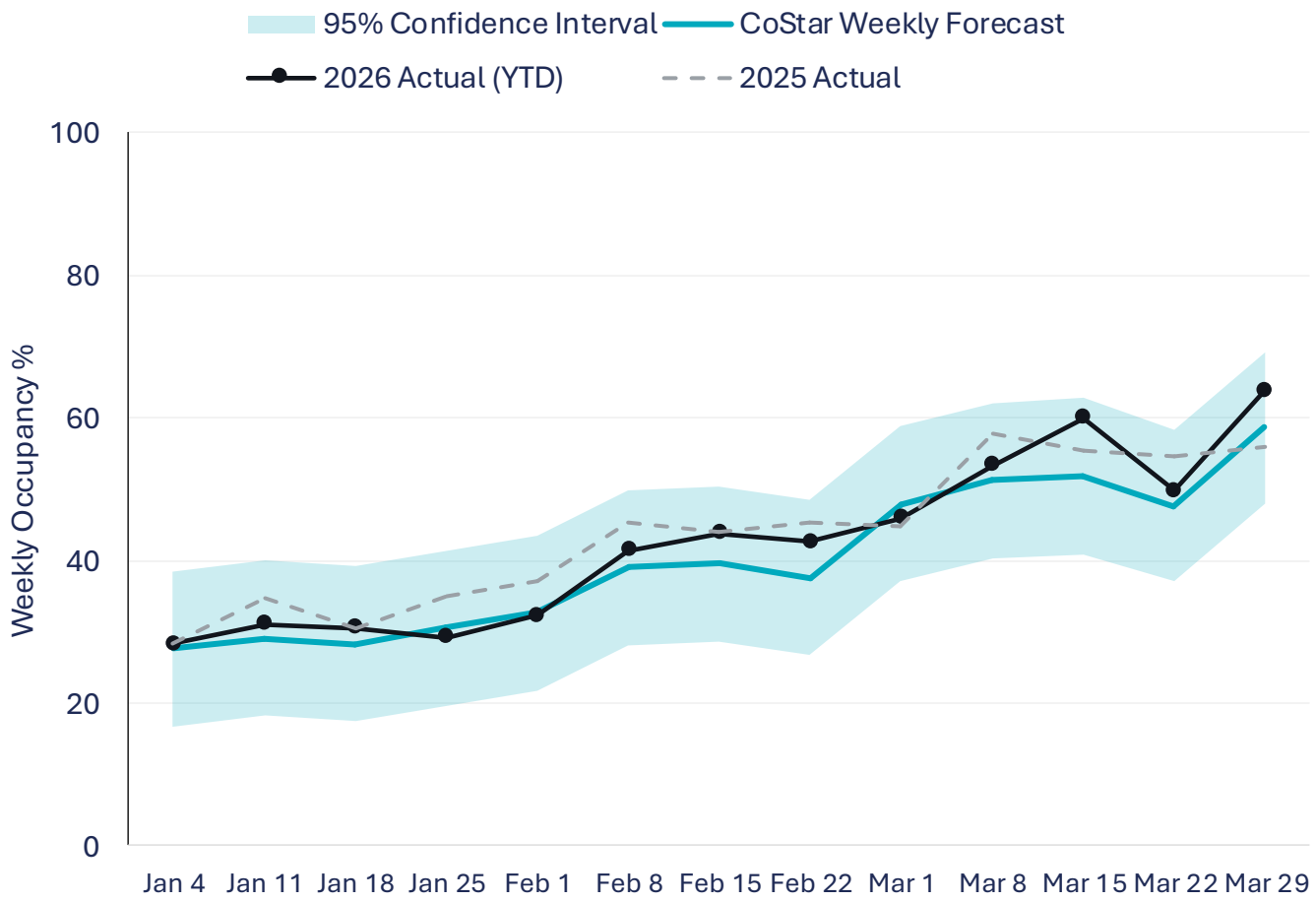
Q1 Occupancy

- In Q1 2026, Myrtle Beach beat its weekly occupancy forecast in 10 of 13 weeks.
- Occupancy is 3.0% below Q1 2025 occupancy of 43.8%.

+5.8%

vs. Forecast

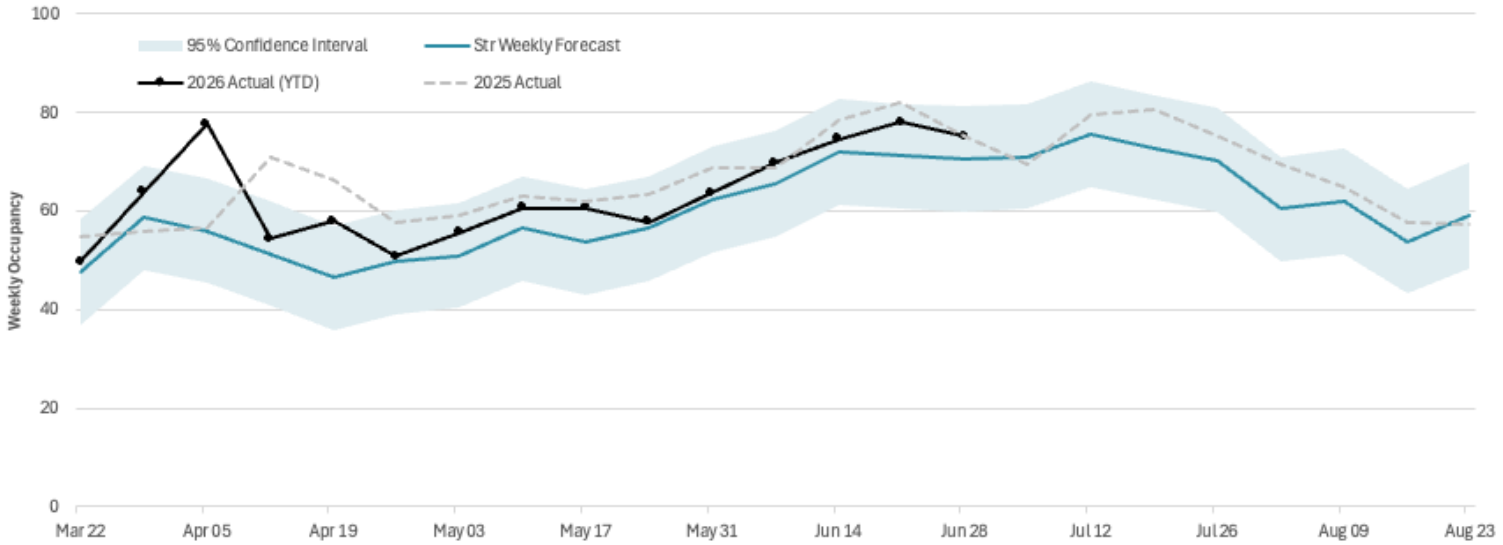
Q1 2026 CoStar occupancy is +5.8% above forecast



Summer Outlook

23-week forecast — extended conflict pulls peak Summer below 2025

- Projects significant YoY occupancy declines through Summer, driven by oil-led inflation and rising gas prices ($4.50–$5.00 forecast by mid-summer).
- Easter week and the week of 4/19 actually beat the forecast — pushed up by Easter travel, Georgia's gas-tax holiday, and lower-than-expected rainfall.



TAKEAWAY: If the war continues, July–August occupancy is projected to land meaningfully below 2025 levels.

Source: Luckie / CoStar, May 2026

How We’re Beating the Odds This Summer

Two strategic pillars to drive demand against macro headwinds

DRIVE-MARKET FOCUS

Turn gas-price headwinds into our advantage

- Lean into core feeder DMAs within 8 hours by car — Atlanta, Charlotte, Raleigh, Richmond, DC/Baltimore.
- Shift spend mix away from fly-in markets where airline + fuel cost compounds the affordability story.
- Activate “road-trip ready” creative and length-of-stay offers built for drive-in families.



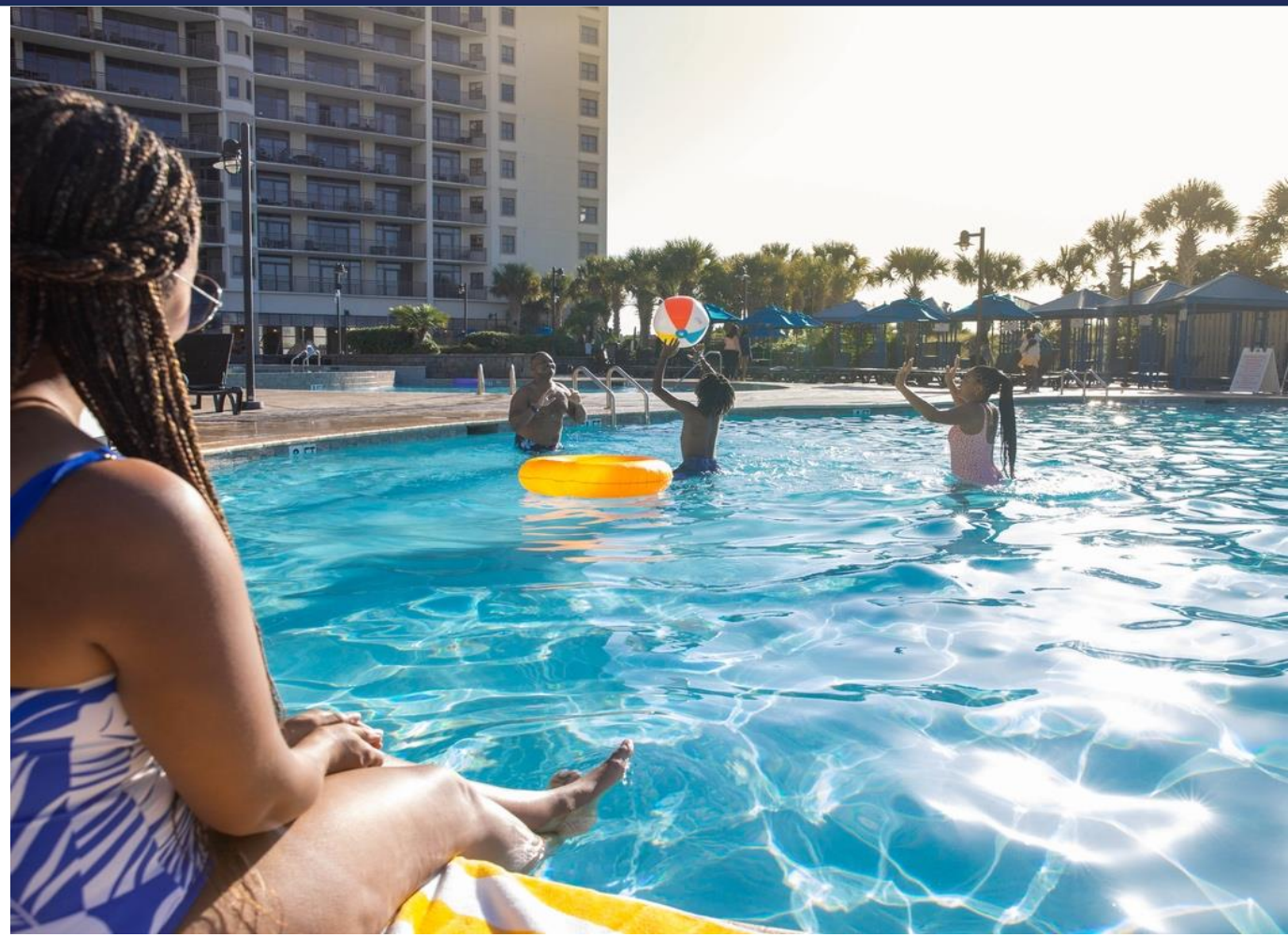
How We’re Beating the Odds This Summer

Two strategic pillars to drive demand against macro headwinds

VALUE-FORWARD MESSAGING

Compete on trip value, not nightly rates

- Launched the “Make More Myrtle Moments” campaign destination-wide to encourage longer stays.
- Amplifying partner value packages (early-book, stay-and-save) to capture price-sensitive demand without discounting.
- Leveraging our #1 Tripadvisor ranking across earned media to reinforce destination value.



Development Pipeline Update

New lodging and entertainment projects underway across Myrtle Beach



Margaritaville Resort Myrtle

17-story oceanfront resort at 17th & Ocean; groundbreaking planned this summer



The Caretta Hotel

Former Beverly Beach Hotel — 26-room boutique reopening under Lark Hospitality



The Big Fish

New live-entertainment venue opening this summer at Broadway at the Beach

Also in the pipeline

- **Sun & Sand → Fairfield by Marriott** — reopening August 2026 as an oceanfront resort
- **Captain's Quarters Resort** — 17,000 sq ft entertainment deck and new meeting room underway
- **Oceans 23 by Hilton** — new Hilton vacation resort under construction

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Collaborate2031

BJ Beaver, Executive Director
Partnership Grand Strand



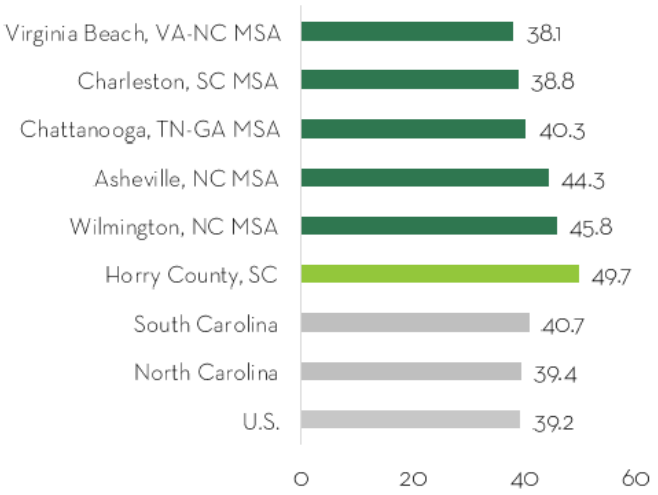
Population Age

- Horry County ranks last for both median age and population age 18 or younger as compared to our competitor destinations.
- We have the highest median age and smallest percentage of children.

Talent

Median Age

Median Age, 2024



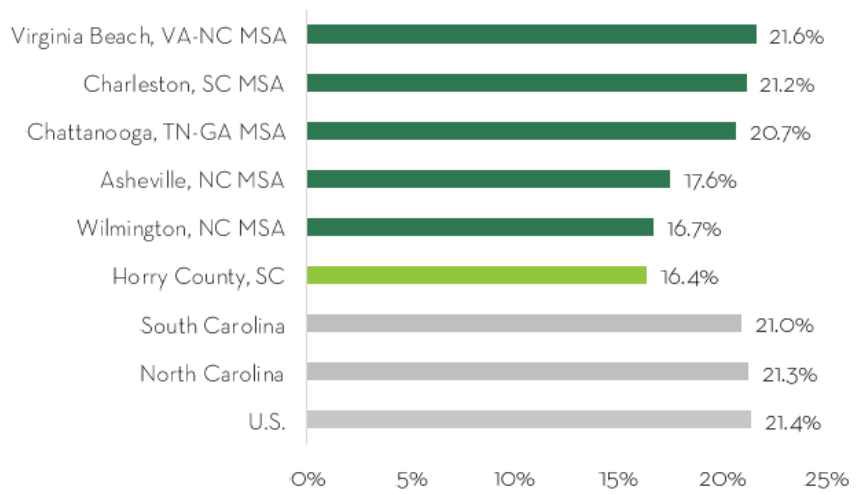
Source: US Census American Community Survey

Myrtle Beach performance:

6th

Child Population

Population 18 Years Old or Younger as a % of Total Population, 2024



Source: US Census American Community Survey

Myrtle Beach performance:

6th

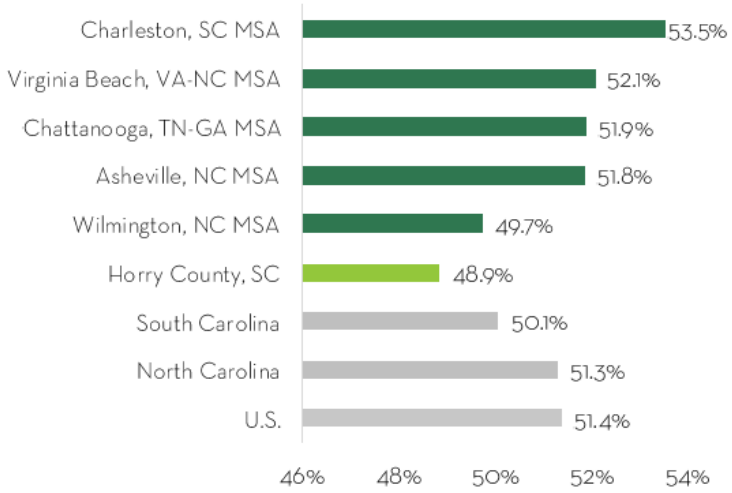
Working Age Population

- Horry County ranks 6th for population of working age 25-64, at 49%.
- Horry County ranks 4th for growth of the 25-44 age group.

Talent

Working Age Population

Population 25-64 Years of Age as % of Total Population, 2024



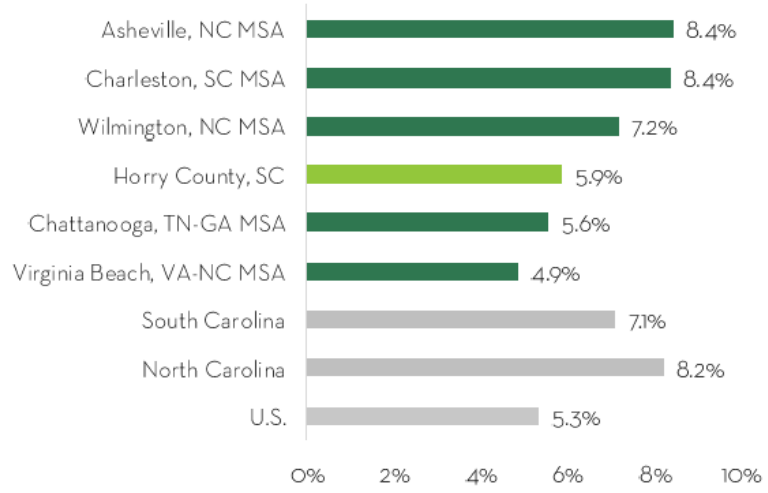
Source: US Census American Community Survey

Myrtle Beach performance:

6th

Growth of Young Professionals Population

% Growth in Population 25-44 Years of Age, 2019-2024



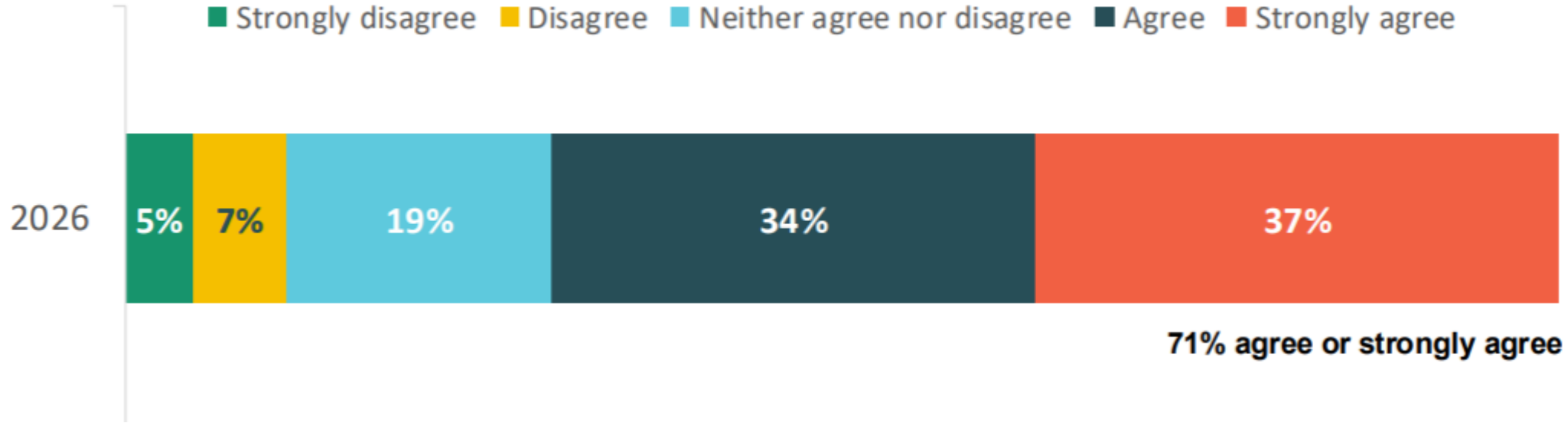
Source: US Census American Community Survey

Myrtle Beach performance:

4th

Locals Support Promotions to Attract Working Age Population

71% agree or strongly agree in support of investments in marketing to attract young families and working age individuals to the area.



GREATER MYRTLE BEACH COLLABORATIVE

Grand Strand Young Professionals Update

Yaritza Tinoco, Community Programs Manager
Greater Myrtle Beach Collaborative





GSYP

GRAND STRAND YOUNG PROFESSIONALS

Recent Events











Keep Myrtle Beach Beautiful

Volunteer-powered cleanups keeping our coast clean

BY THE NUMBERS · LAST 12 EVENTS

1,866 lbs
Trash collected

1,257
Volunteer email contacts

10–15
Volunteers per event

40
Cigarette canisters



On hand: bags, gloves, pickers & swag



Thank you!

Any Questions?

GreaterMyrtleBeachCollaborative.com