Myrtle Beach Area Chamber of Commerce

Visit Myrtle Beach South Carolina

PROMOTE PROTECT & IMPROVE

MARKETING

Myrtle Beach

Myrtle Beach City Council Update & Accountability Reports Presented October 2025

MATT PIVARNIK

Chief Executive Officer

VISITOR CENTERS

Matt Metzger, Chief Administrative Officer

Support Services Division

- Human Resources
- Information Technology
- Facilities
- Compliance, Risk Management & Insurance
- Emergency Management
- Visitor Centers (Airport & Oak Street)
- Mobile Visitor Center







Visitor Centers Team



Andrea Hardwick

Oak Street Visitor Center Manager



Kasey Harkins

Airport Visitor Center Manager



Matt Metzger

CAO



Connie Schneider

Oak Street Assistant Visitor Center Manager

(7) PT Airport Visitors Center Specialists:

- Joanne Chalk
- Marisa Garcia
- Kevin Heins
- Pam Heins
- Liz Higginbotham
- Joni McElwain
- Mike McPeake

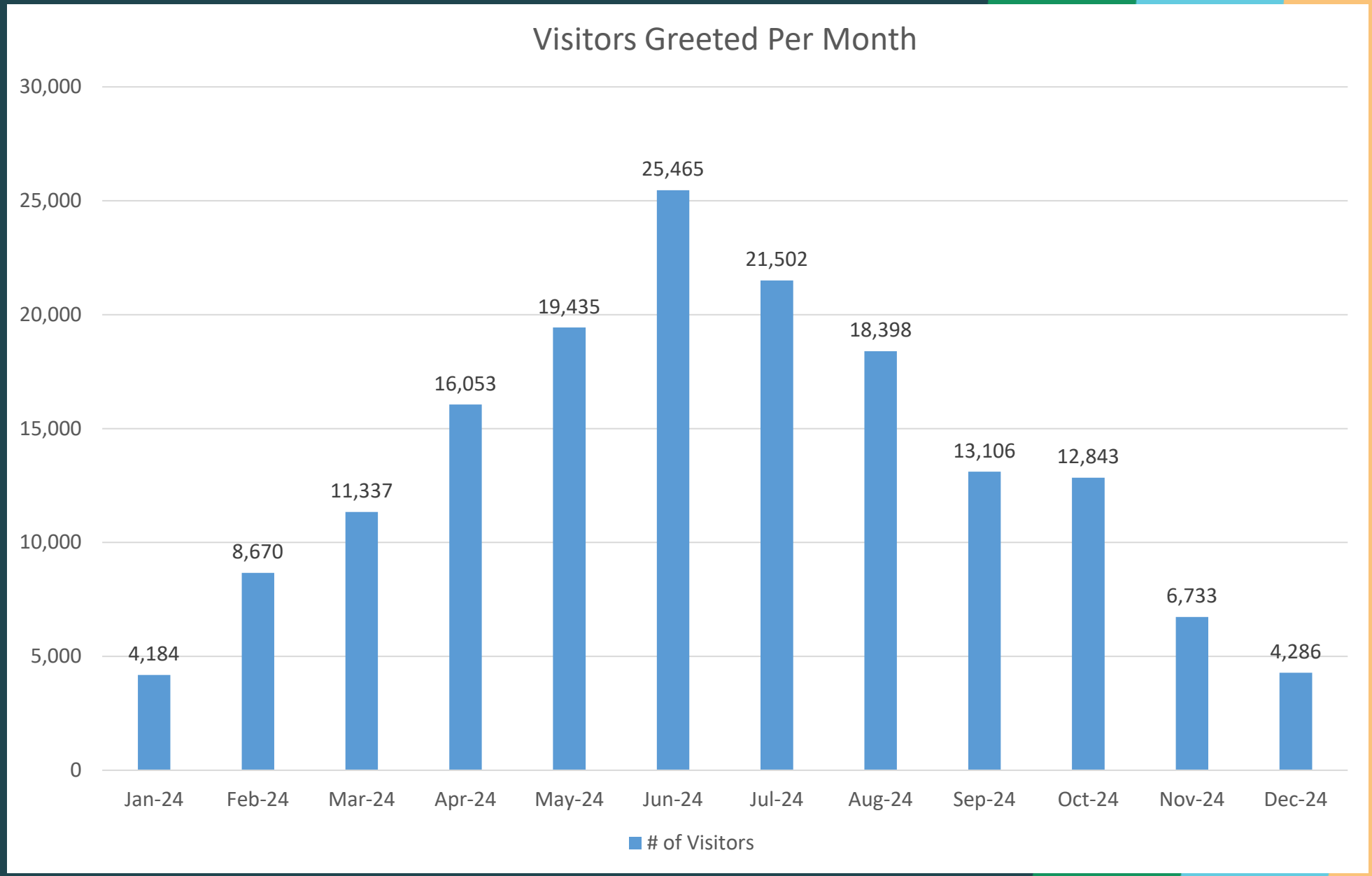
- Call Center Solutions

Visitor Centers- Services We Provide

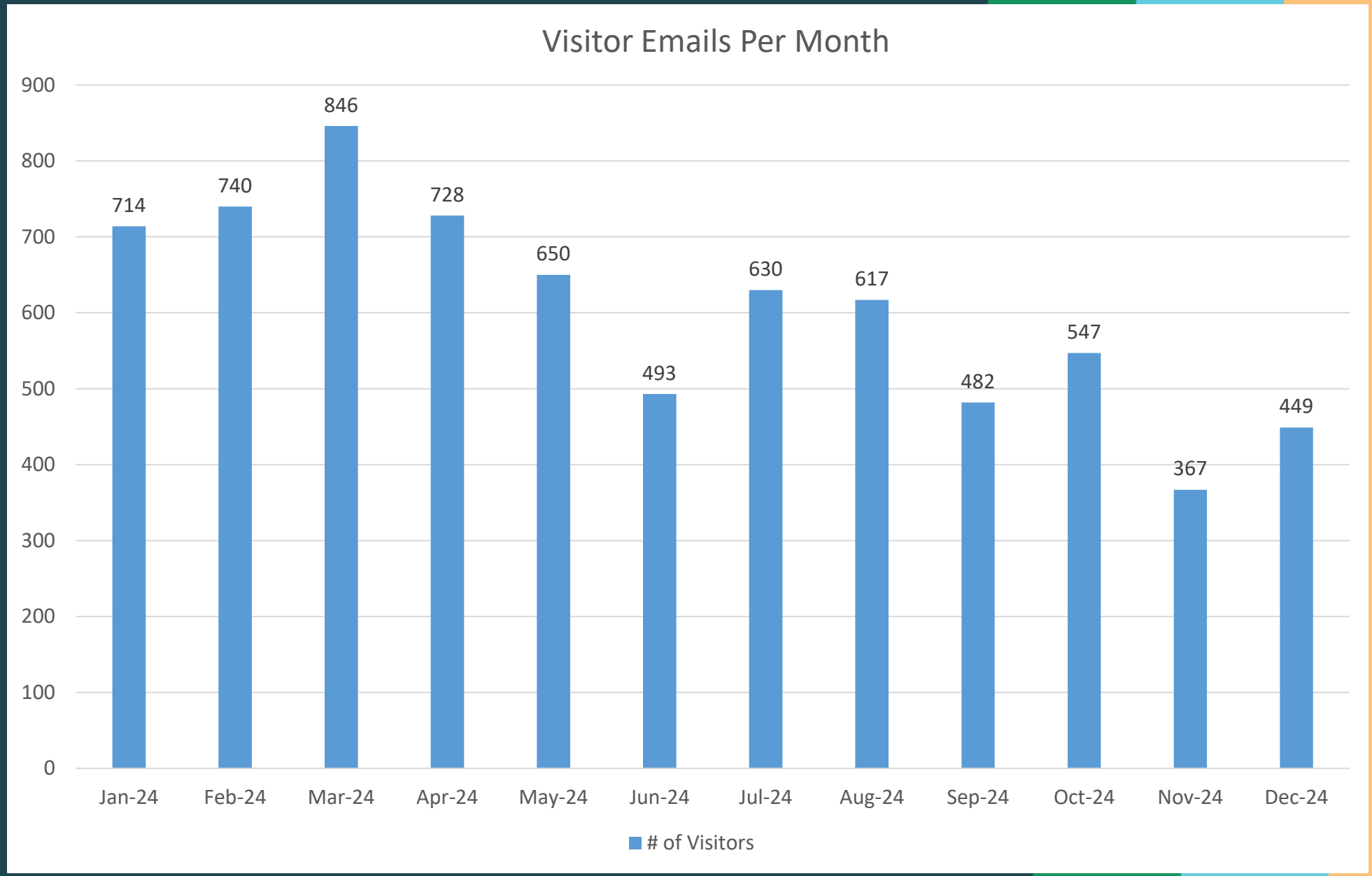
We serve as the gateway to THE BEACH, providing hospitality, information, and support ensuring visitors feel welcome, valued and encouraged to explore and COME BACK!

- “First Impressions Team” & Hospitality
- Information Hub
- Navigation & Orientation
- Support Services
- Community & Business Promotion

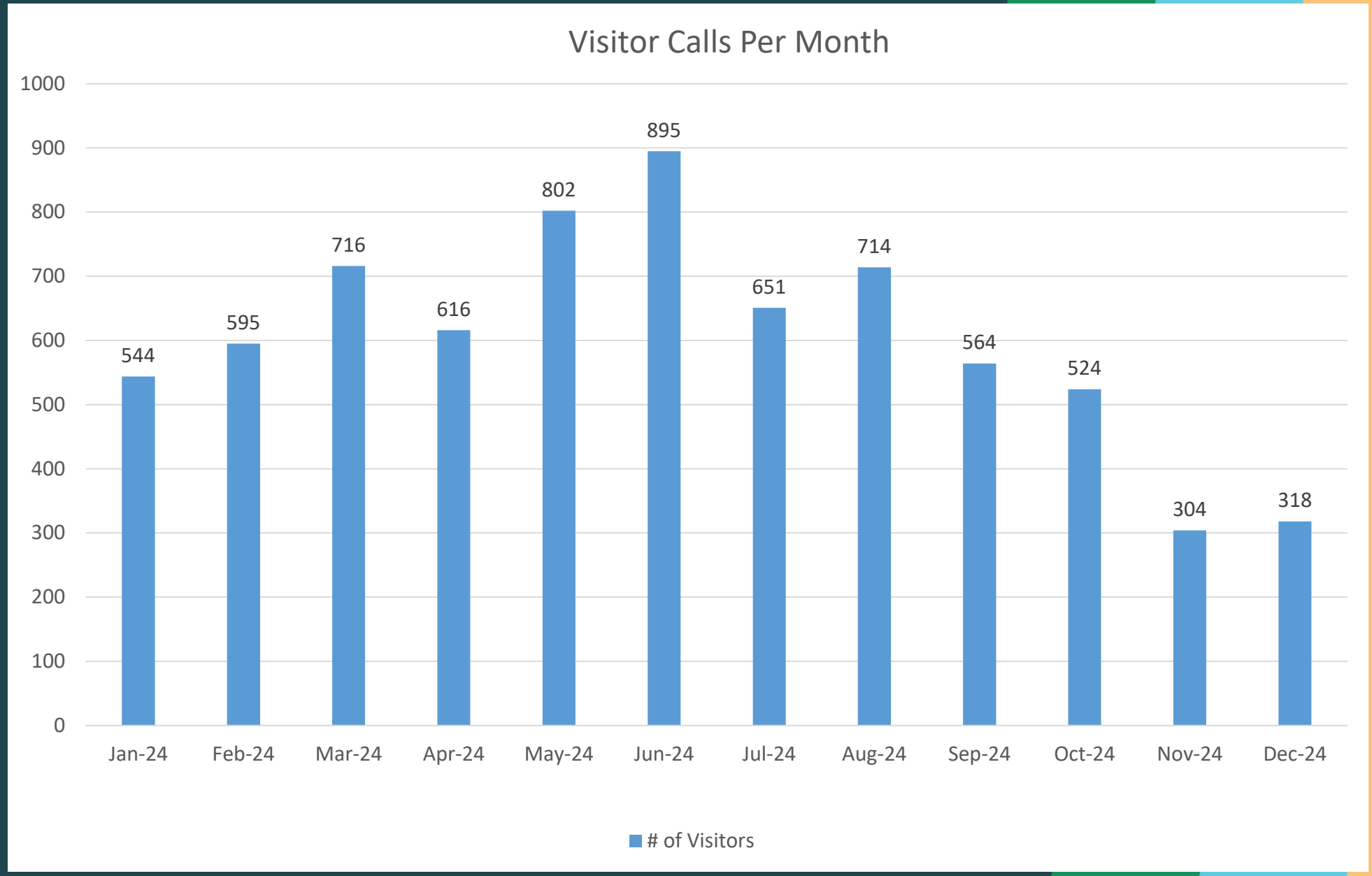
Visitor Center Interactions- Visitor Greetings



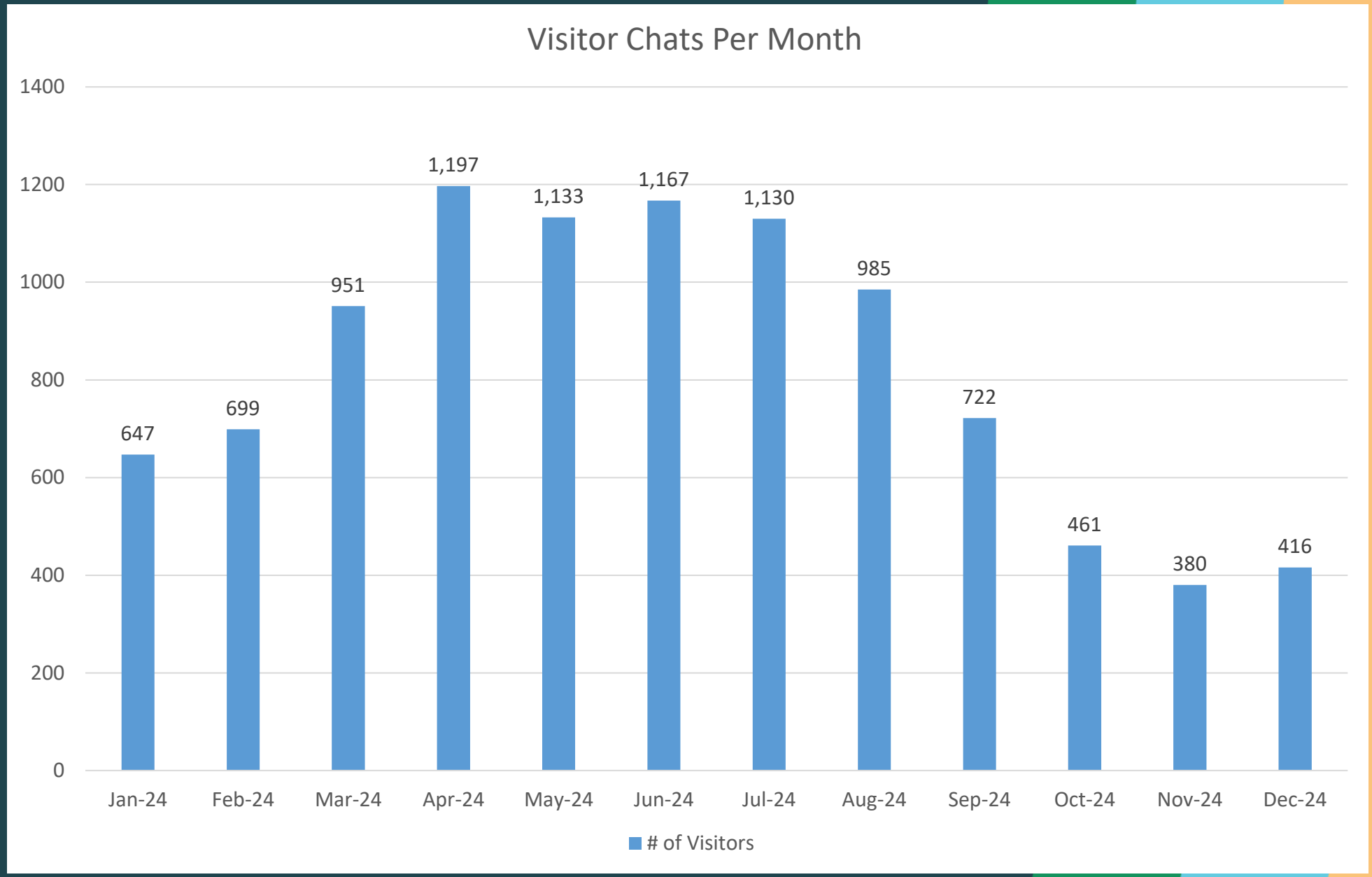
Visitor Center Interactions- Visitor Emails



Visitor Center Interactions- Visitor Calls



Visitor Center Interactions- Visitor Chats



Front Porch Program

South Carolina's Front Porch Program

Established in 2023, our Front Porch Program is a statewide partnership opportunity for local visitor centers and destination marketing organizations (DMOs) across South Carolina.

The program's primary goal is to enhance our two-way communication to *help us help you!* Front Porch Program participants are better equipped to leverage the power of the Discover South Carolina brand and have opportunities to more effectively connect with the guests at our nine bustling **SCPRT Welcome Centers**. You provide the latest and greatest information about your destination and what you have to offer, and we help send more visitors interested in those offerings your way. Plus, you'll have access to special training from our award-winning team of travel experts. Together, we can drive more visitors to every corner of South Carolina, and improve visitor experience in all of our tiny towns, popular destinations, and undiscovered gems.

FRONT PORCH PROGRAM

Program benefits:

- You will be promoted as a South Carolina Certified Visitor Center by the state-operated centers to guests visiting your region.
- Will receive bulk maps and Discover guides.
- Offered the opportunity to attend an annual seminar along with other members of the program and welcome center staff.*
- Receive free behind-the-scenes training at the Welcome Center closest to you for any new employees.
- Attend the annual South Carolina Welcome Center Conference.*
- Opportunity to join a special study tour/FAM once a year.*
- Receive the benefits of open policy sharing from the Welcome Centers and Front Porch Program members.
- There will be a press release upon certification of becoming a Front Porch Program member as well as a photo-op.
- Receive a certificate plaque to hang inside your visitor's center.
- Receive a window cling to recognize your membership.
- You will be added to a statewide email listserv with other certified centers and Welcome Center managers for information sharing, dialogue, and networking.
- You will be given the opportunity to take the United States Travel Association South Carolina Travel Counselor Certification Test.



Training & Development- Local FAM Tours

As a team, each year we dedicate time to T&D by organizing local FAM tours of The Beach to be well versed and pass on quality information to our visitors!







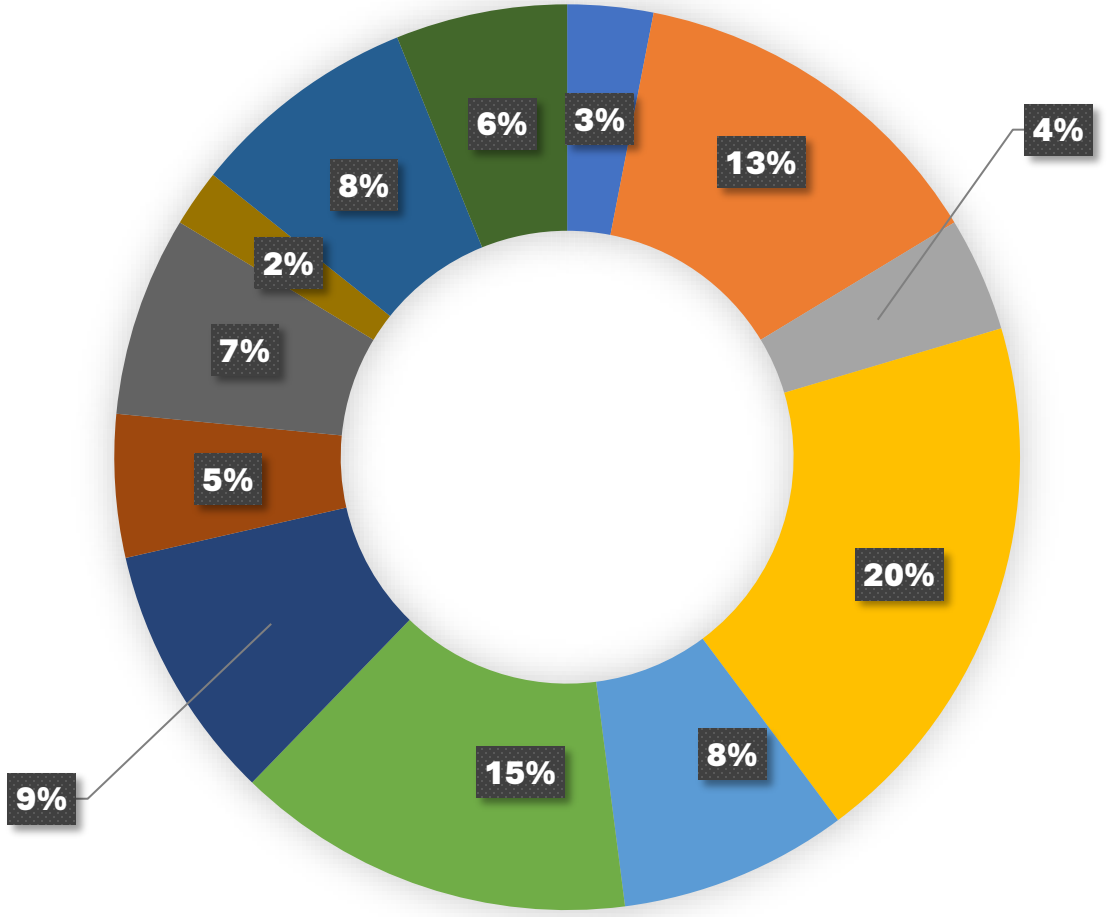


ACCOUNTABILITY REPORTING

Randy McKeel, Chief Financial Officer

April-June 2025 Myrtle Beach TDF Allocations

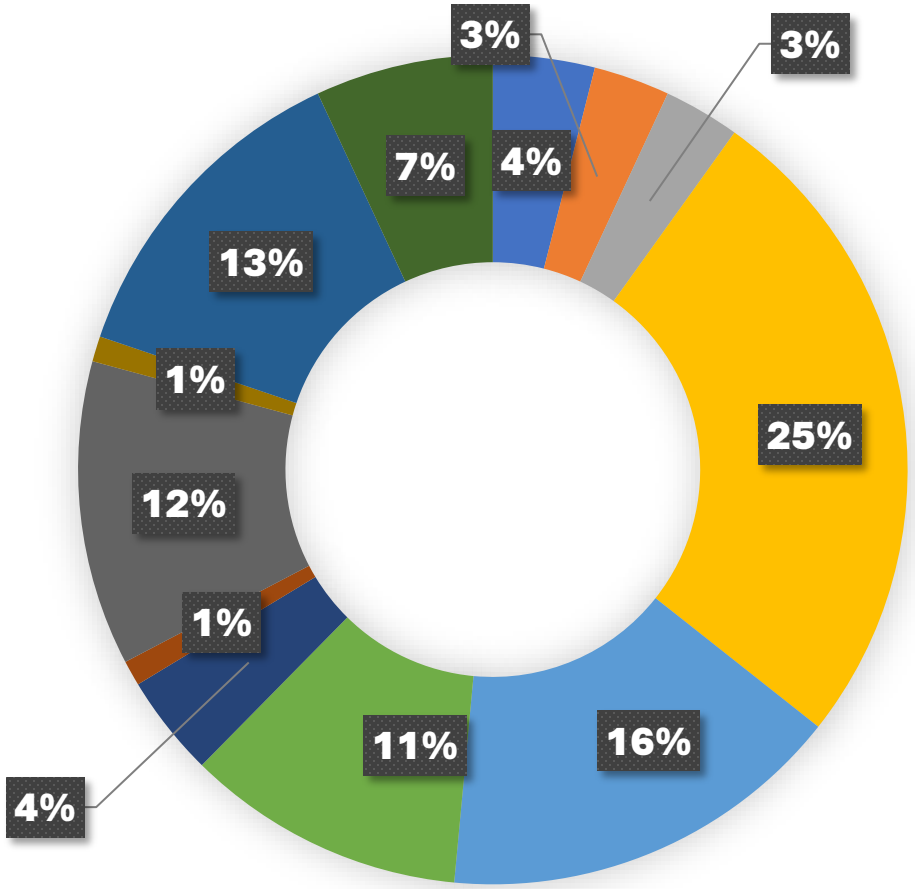
TDF Marketing Activities promote visitation to Myrtle Beach through a wide range of promotions, including leisure advertising campaigns, groups marketing, general consumer promotions and publicity, golf and international marketing. All campaigns are supported with research and tracking to maximize return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



- Air Service - $338,046.15 - 3%
- Creative/Content Development - $1,457,722.22 - 13%
- Destination Publicity - $470,906.84- 4%
- Digital - $2,167,087.19- 19%
- General Consumer Promotions - $940,603.49- 8%
- Golf - $1,606,227.12 - 14%
- Group Sales - $1,008,399.53 - 9%
- International Promotion - $583,602.06 - 5%
- Outdoor & Integrated Pkgs - $810,241.19- 7%
- Research - $264,955.05 - 2%
- Social and Search Media - $875,998.69 - 8%
- Television - $680,697.84 - 6%

April-June 2025 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.



- Air Service - $21,061.64 - 4%
- Creative/Content Development - $15,520.04 - 3%
- Destination Publicity - $16,256.05 - 3%
- Digital - $152,066.93 - 26%
- General Consumer Promotions - $95,199.42 - 16%
- Golf - $60,941.60- 11%
- Group Sales - $24,338.97 - 4%
- International Promotion - $6,234.90 - 1%
- Outdoor & Integrated Pkgs - $67,289.87 - 12%
- Research - $5,756.06 - 1%
- Social and Search Media - $75,373.12 - 13%
- Television - $37,862.76 - 7%

MARKETING

Stuart Butler, President, Visit Myrtle Beach



Hook & Barrel

Travelers Choice Best of the Best

#1 in South Carolina – Casual Dining

#3 in the United States – Casual Dining



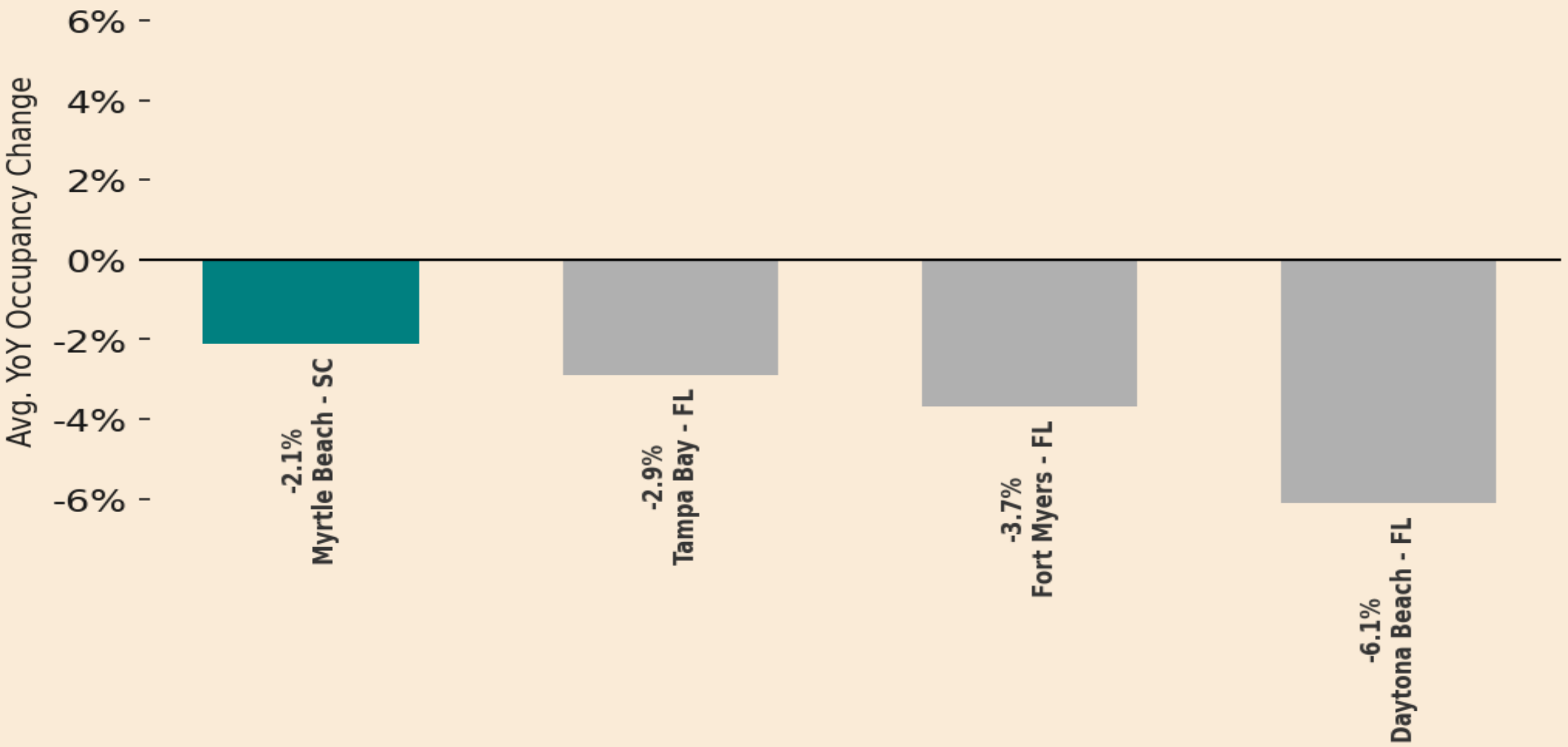
Tripadvisor's #1 Beach Destination

Tripadvisor data shows Myrtle Beach as the **#4** most popular destination in North America with domestic travelers and the **#1 beach destination.**

Top N. AMER Destinations attracting:		
Rank	**Domestic visitors**	**International visitors**
1	New York City	New York City
2	Las Vegas	Orlando
3	Orlando	Honolulu
4	Myrtle Beach	Los Angeles
5	Ocean City	Las Vegas
6	Chicago	Miami Beach
7	San Diego	Niagara Falls
8	Panama City Beach	Vancouver
9	Key West	Toronto
10	Honolulu	San Francisco

Data reflects destinations in North America booking between 7/1/25 and 6/30/26
Source: Tripadvisor internal data, 1/1/25–6/30/25

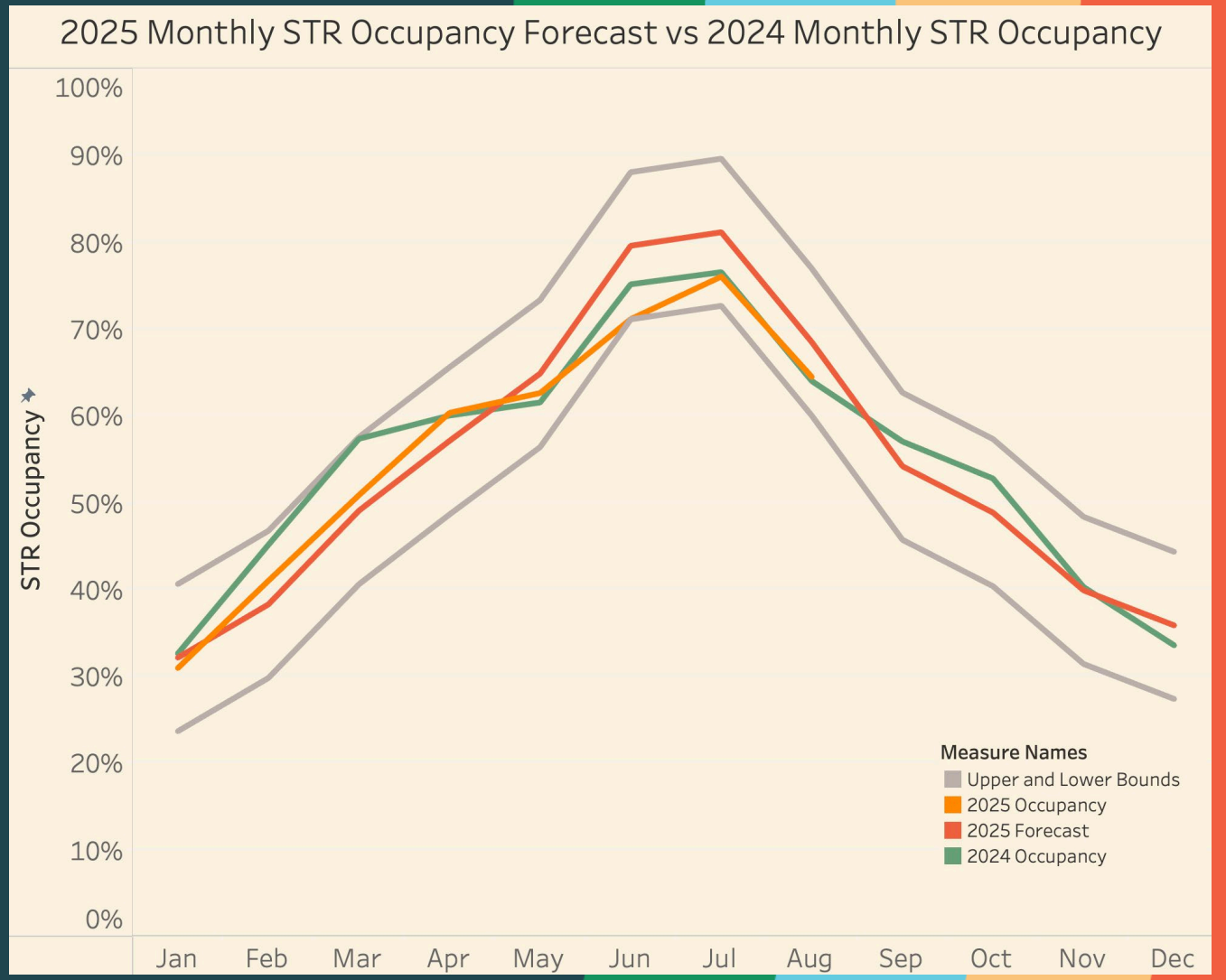
Summer YoY STR Hotel Occupancy Compared to Other Destinations



Data reported June–August 2025

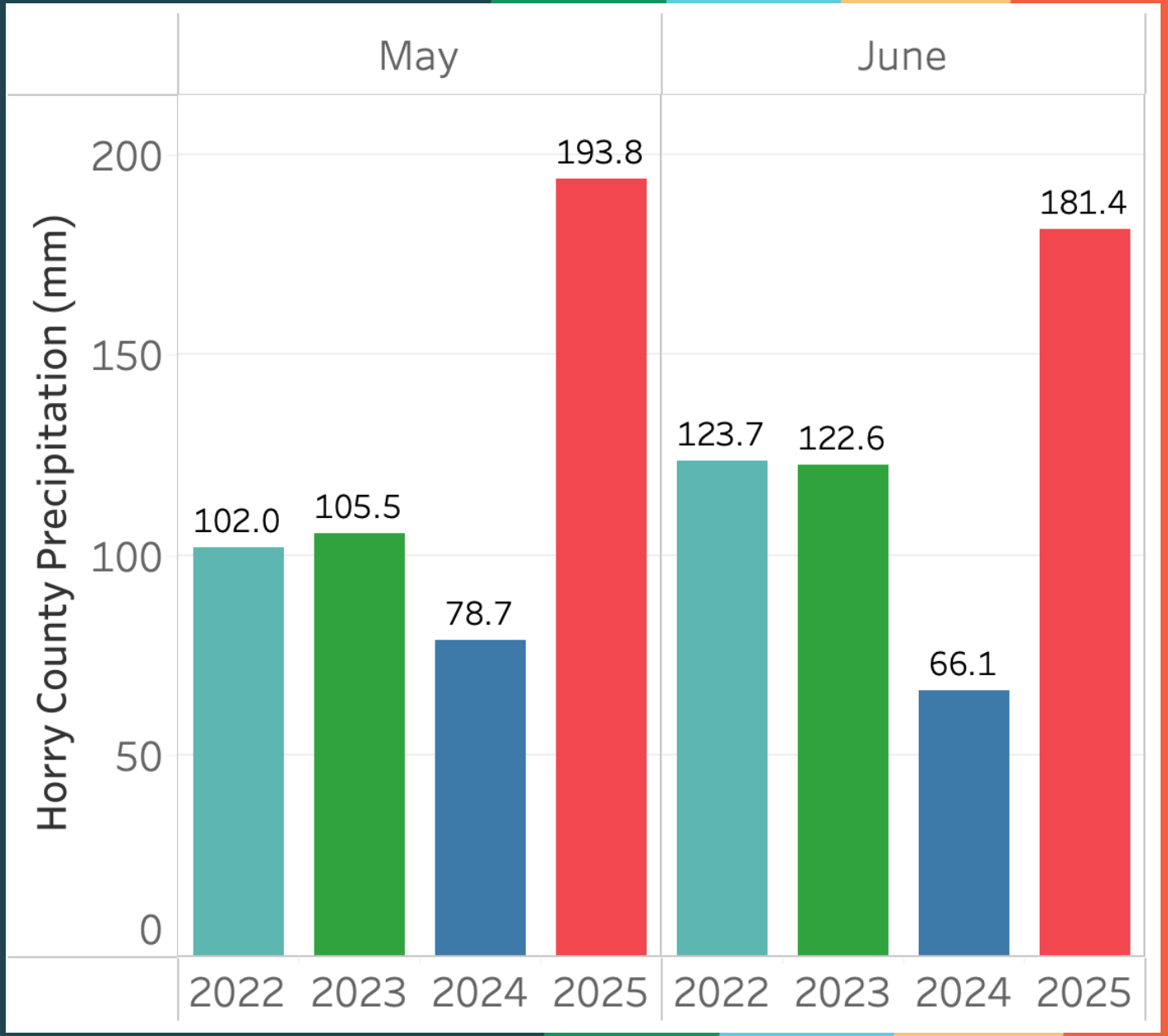
2025 STR Monthly Occupancy Forecast Compared to 2024

- Summer hotel occupancy was 70.2%, down 2.1% from 2024
- Summer short-term rental paid occupancy rate was 70%, up 0.3% from 202
- Precipitation has affected occupancy throughout summer, but particularly in June.
- Economic uncertainty and increased inflation affected travel trends and summer visitation.



Rain Comparison 2022-2025

- From May-June, the county had 183% more rain this year than last.
- From April to July, there was 71% more rain in 2025 compared to 2024.



Rain Impact on Near Term Bookings

- 4-5 inches of rain decreases bookings with arrival dates within 14 days by 10%

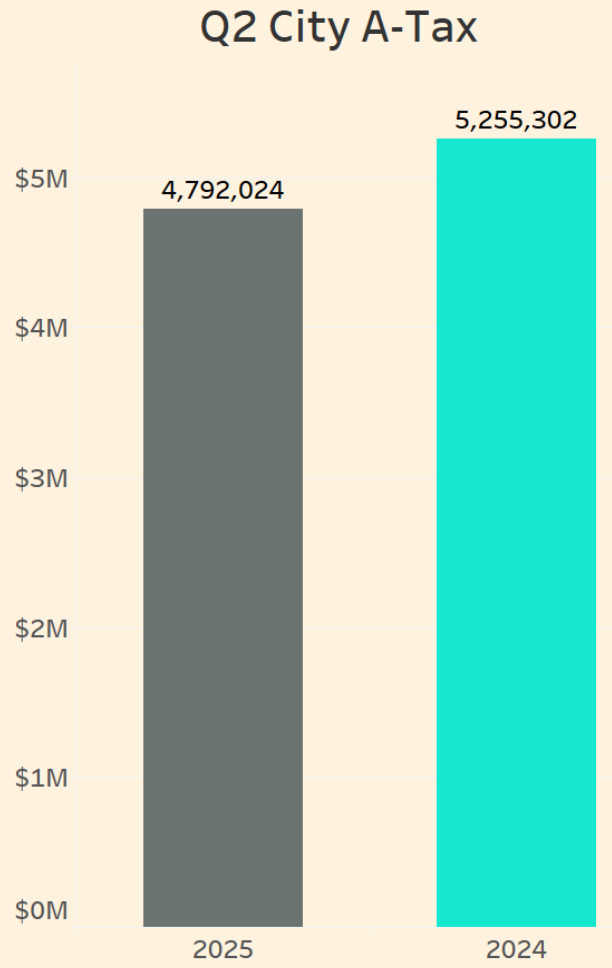


Q2 2025 CITYWIDE ACCOMMODATION TAX IS -8.8% BELOW 2024

In 2025 Citywide Myrtle Beach Accommodations Tax revenue ($4.7M) decreased by 8.8% compared to 2024 ($5.2M).

-8.8%

vs. 2024



VISIT Myrtle Beach SOUTH CAROLINA

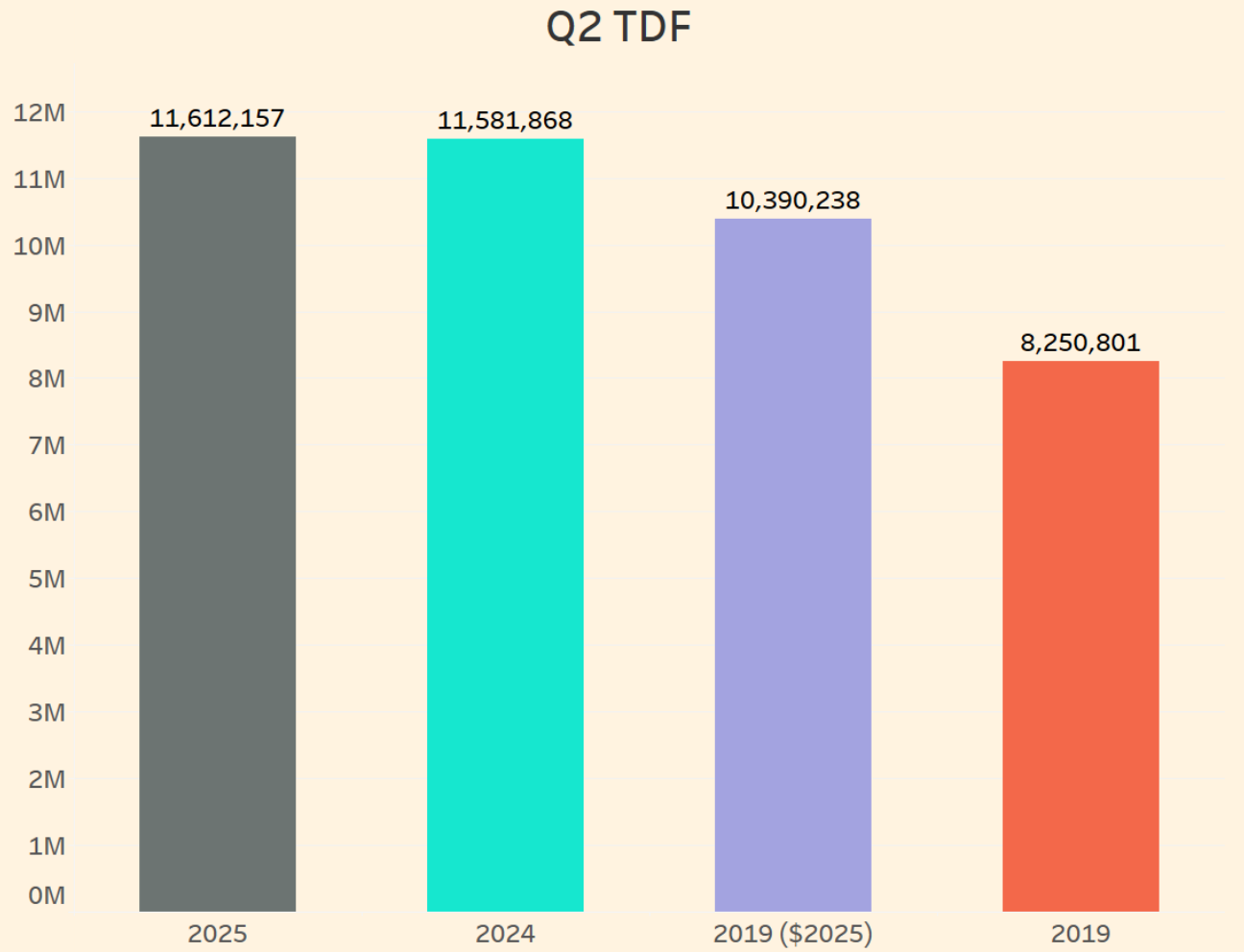
Q2 2025 TOURISM DEVELOPMENT FEE IS 11.7% ABOVE 2019 EVEN AFTER ADJUSTING FOR INFLATION

Prior to adjusting for inflation, TDF revenue increased by 40.7% compared to 2019 ($8.2M).

After adjusting for inflation, $11.6M in Tourism Development Fee revenue was collected during Q2 of 2025, an increase of 11.7% when compared to the $10.4M collected during Q2 of 2019 (adjusted for 2025 $).

+11.7% vs. 2019

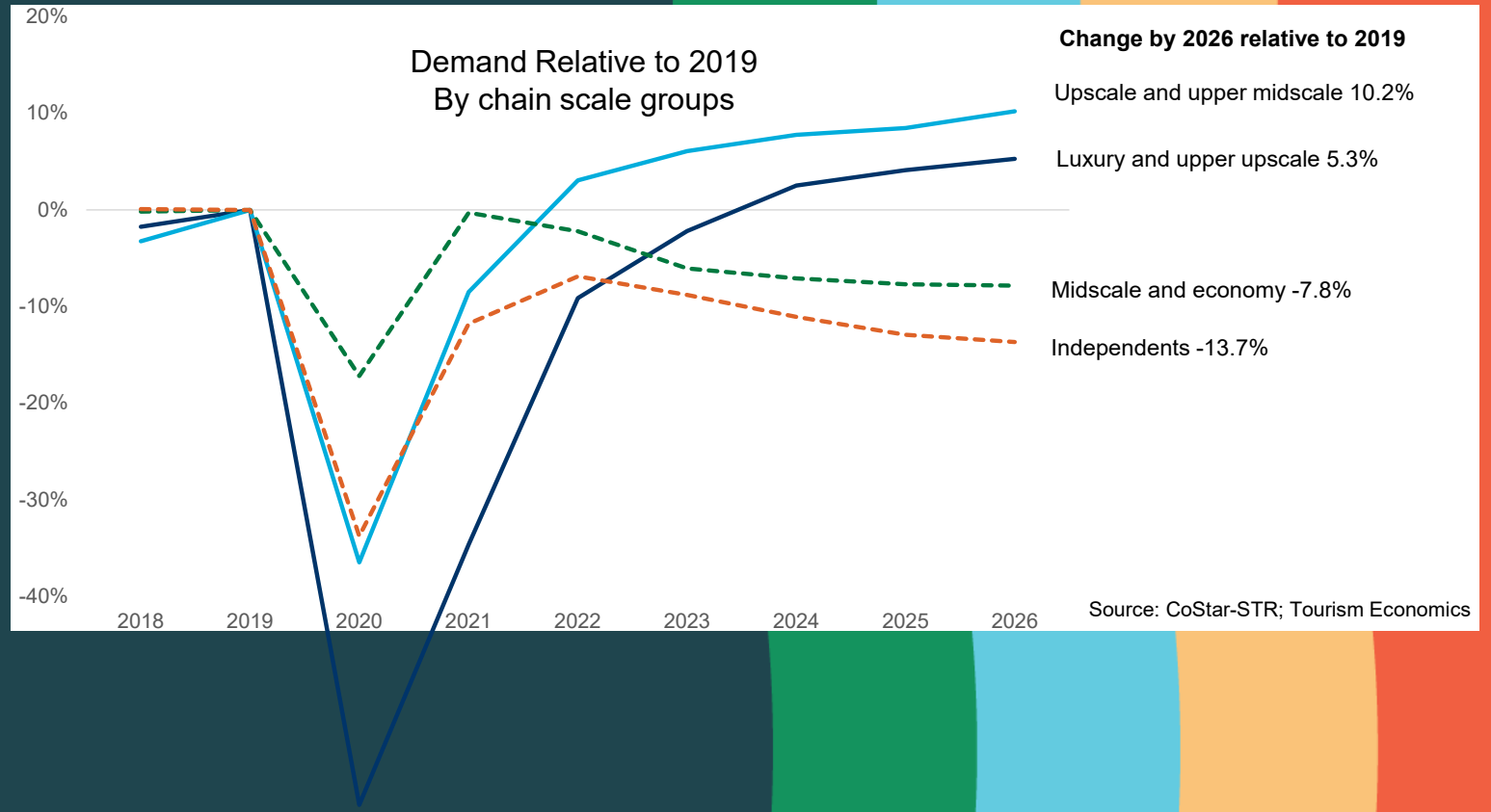
+0.26% vs. 2024



VISIT Myrtle Beach SOUTH CAROLINA

Tourism Economics Forecast by Chain Scale

- Midscale/economy and Independent hotels are forecasted to see mild declines in demand for 2025 and 2026.
- The bifurcated consumer translates to the bifurcated traveler. We don't expect this bifurcation to change anytime soon.



ONEflight Myrtle Beach CLASSIC | MAY 7-10 2026

2025 Key Successes

- **TV Viewership:** Golf Channel viewership rose significantly, from 2.5 million in 2024 to 3.53 million in 2025.
- **Social Media:** Engagement per post increased, indicating strong content resonance and fan appreciation.
- **Charitable Giving:** $450,000 has been donated to nine local charities since 2024.

2026 Strategic Initiatives & Changes

- **Field Size Reduction:** the player field will decrease from 132 to 120.
- **Media Focus:** A strategic refocus on paid media channels is underway to drive ticket sales, with a particular emphasis on Meta, OTT platforms and YouTube.
- **Celebrity Pro-Am:** Increasing celebrity participation for 2026 and bringing back the helicopter activation.







CHAMBER UPDATE

Jimmy Gray, President, Myrtle Beach Area Chamber of Commerce

Chamber Update

- Natural Gas
- Beach Renourishment
- Resident Advisory Task Force

Important Dates

Thursday, October 9: Freshman Caucus Welcome Reception

Wednesday, October 15: Legislative Luncheon

Friday, October 24: IGNITE Women's Conference

Wednesday, December 10: Washington, DC Reception

LEARN MORE

- **Visit MyrtleBeachAreaCVB.com** for the latest marketing campaigns, news and stats!
- **Go to VisitMyrtleBeach.com** for area events and attractions, plus the latest CVB press releases.
- **Keep up with** all Chamber of Commerce events and news at **MyrtleBeachAreaChamber.com**
- Follow us on social media:
  - **@MyrtleBeachCVB**
  - **@MyMyrtleBeach**
  - **@VisitMyrtleBeach**

