







VISIT Myrtle Beach SOUTH CAROLINA

2024 Annual Report

MYRTLE BEACH, SOUTH CAROLINA

Thank you for a great year!



Here at the Myrtle Beach Area Convention & Visitors Bureau (CVB), we want to thank you for our many shared successes in 2024. The Beach continues to thrive as a year-round destination, and we have much to celebrate.

Among the top moments, we held our first-ever Myrtle Beach Classic in May at the Dunes Golf and Beach Club, with Visit Myrtle Beach as title sponsor. This prestigious PGA TOUR event delivered a $15.4 million economic impact, provided $225,000 in donations to nine local charities, and further cemented our reputation as the "Golf Capital of the World."

But it's not just golf that put us on the map; Myrtle Beach hosted the World's Strongest Man competition, collegiate eSports, NCAA track and field tournaments, the fourth Myrtle Beach Bowl, and sixth Myrtle Beach Invitational. Even the Gronkowski brothers got in on the fun, filming their second season of the IceShaker Beach Games right here on our shores.

Beyond sports, Myrtle Beach gained national attention with the December debut of Traveling the Spectrum on Peacock. This groundbreaking series showcased The Beach as a welcoming and inclusive destination for neurodivergent travelers, reinforcing our commitment to accessibility and ensuring everyone feels at home.

Our culinary scene also shined. Chef Swap at the Beach won the Outstanding Video Storytelling Award from Brand USA, and our partnership with the James Beard Foundation brought Grand Strand chefs to NYC's The Platform by JBF, where they highlighted our region's rich and diverse cuisine. Myrtle Beach is quickly gaining ground as a rising culinary hotspot.

Whether you're playing sports, attending a meeting, or just having fun, The Beach is where everyone can be their best self. Messages like "You Belong at The Beach" continue to resonate with our visitors, driving demand across our 60 miles of coastline and 14 unique communities.

We're proud to report that our lodging metrics remain above pre-pandemic levels, while we continue to be one of the nation's most affordable, value-packed destinations. In 2024 alone, we generated $32 million in accommodation tax revenues.

This success is a testament to the dedication of our business community, board members, elected leaders, and partners whose commitment ensures our home remains a thriving, welcoming place for all. Thank you for all you do to support our beautiful community.

Sincerely,

Tracy Conner
Interim President & CEO, Myrtle Beach Area Chamber of Commerce & CVB

2024 Board Members

THANK YOU TO ALL WHO SERVE!

John Rutenberg
Board Chair
Truist Bank

Patrick Norton
Board Vice Chair
Brittain Resorts & Hotels

Ryan Swaim
Immediate Past Chair
Dunes Realty

John Anderson
Horry Telephone Cooperative

Sean Bailey
SkyWheel Myrtle Beach

Dr. Michael Benson
Coastal Carolina University

Kristin Call
Myrtle Beach Pelicans

Chad Carlson
Burroughs & Chapin

Tony Cox
SC Dept of Transportation

Scott Dietrich
Edward Jones

Hatton Gravely
YMCA Of Coastal Carolina

Dr. Jessica Greene
Next Level Behavioral Health & Wellness

Lori Heafner
HGTC

Radha Herring
Watermark Real Estate Group

Matt Klugman
Vacation Myrtle Beach

Mayur Jeram
New Horizon Hospitality

Kelli Lane
Croissants/Hook & Barrel

Mark Loos
Tidelands Health

Ross Martin
Coral Beach Resort

Declan McGonigal
myBeach Vacation Rentals

Bhumi Patel
Burr & Forman, LLP

Todd Setzer
A & I Fire & Water Restoration

Chris Shroff
Avista/Seaside Resorts

Jacob Smith
Sandy Beach Resort

Jay Smith
Prestwick Country Club

EX-OFFICIO

Susan Cohen
South Carolina Restaurant & Lodging Association

Victoria Tobin
Myrtle Beach Area Hospitality Association

Tracy Conner
Interim CEO
Myrtle Beach Area Chamber of Commerce

2024 RECAP

The Year in Review

In 2024, the story of tourism in Myrtle Beach was one of dynamic evolution and strategic enhancement. The inaugural Myrtle Beach Classic, the area's first PGA Tour event, showcased our growing prominence in the sporting world, while the success of Carolina Country Music Festival continued to show our growth as an entertainment hub. The year also saw the unveiling of new attractions and culinary delights, further diversifying the experiences available to visitors.

These developments, coupled with our unwavering commitment to hospitality, have solidified Myrtle Beach's reputation as a vibrant, year-round destination for travelers seeking both relaxation and adventure.



FAST FACTS



18.2
MILLION
Total Visitors
Two-thirds are repeat visitors to the area



$13.2
BILLION
Economic Impact
Total direct visitor spending & impact



$16.6
BILLION
Gross Retail Sales
Tourism-related spending in Horry County

MARKETING OBJECTIVES

Study shows CVB provides industry-leading ROI

Visit Myrtle Beach's mission is to position The Beach as a year-round destination with 60 miles of "beach plus" to high value travelers in order to influence measurable overnight visitation from core audience segments to the 14 communities that make up The Grand Strand. Among our top-level objectives is to maintain a high return on investment per media dollar spent and we're happy to report that the ROI has remained strong in recent years. The industry-leading numbers below are a strong sign that destination marketing efforts are performing well and continue to drive the local economy to the tune of $13.2 billion in visitor spending.

Advertising Return on Investment

Every $1 of advertising investment by Visit Myrtle Beach returns...

$1 OF ADVERTISING INVESTMENT

$143 OF DIRECT VISITOR SPENDING

$20 OF LOCAL TAX REVENUE

Source: Longwoods International

PRIMARY OBJECTIVES

Raise Awareness

Grow overall awareness of the destination and provide inspiration to help attract high-value domestic and international travelers.

Drive Traffic

Drive quality and incremental visitors to VisitMyrtleBeach.com and position the website to be the most comprehensive resource for travelers in the market.

Promote Area

Increase awareness of area attractions, events, accommodations, restaurants and our 14 communities.



Increased Value of Visits

Boost market penetration, awareness, length of stay and number of trips, while maintaining visitor spending, incremental visits and room night production.

TRAVEL DEMAND

Drive markets drive visits

In 2024, Myrtle Beach remained a top-tier tourism destination, showing steady demand and strong economic impact despite a more competitive and cautious national travel climate. While inflation and shifting consumer behaviors made travelers more selective, The Beach remained a top choice thanks to its drive-market accessibility, family-friendly value, and broad appeal. Visitor engagement stayed strong throughout the year, underscoring the destination's resilience and continued relevance in a changing travel landscape.

Who's Visiting?

18.2

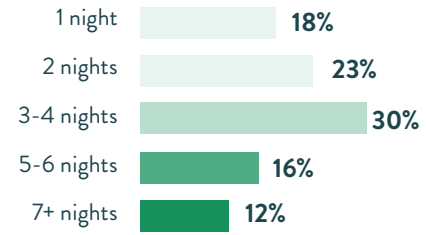
MILLION

Estimated number of visitors

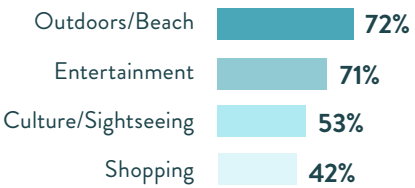
AGE

18-34	11%	45-54	18%
25-34	15%	55-64	20%
35-44	17%	65+	19%

LENGTH OF STAY



TOP INTERESTS



TOP MARKETS



CITY OF ORIGIN

Top DMAs excluding the Carolinas:

1. Atlanta GA
2. Washington DC
3. New York NY
4. Roanoke-Lynchburg VA
5. Philadelphia PA
6. Pittsburgh PA
7. Cleveland-Akron OH
8. Knoxville TN
9. Richmond-Petersburg VA
10. Charleston-Huntington WV

STATE OF ORIGIN

1. North Carolina
2. South Carolina
3. Pennsylvania
4. Virginia
5. Ohio

Source: Longwoods International, MMGY, Near

VISITOR SPENDING

Spending Continues to Climb

In 2024, visitor spending in the Myrtle Beach area continued to grow, reaching an estimated $13.2 billion, a 5.3% increase over 2023, according to DK Shifflet. This sustained growth highlights the destination's enduring appeal and strong economic contribution, even amid broader economic uncertainty. Spending was driven by steady increases in overnight leisure travel, with notable gains in food, entertainment, and paid accommodations.



$12.9
BILLION
Domestic Spending

$290
MILLION
International Spending

TOP 10 SPENDING MARKETS

By 2024 VISA Estimates (Excluding Carolinas)

1. Washington DC / Arlington / Alexandria, VA
2. New York, NY / Newark / Jersey City, NJ
3. Atlanta / Sandy Springs / Alpharetta, GA
4. Baltimore / Columbia / Towson, MD
5. Philadelphia, PA / Camden, NJ / Wilmington, DE
6. Detroit/ Warren / Dearborn, MI
7. Pittsburgh, PA
8. Richmond, VA
9. Augusta / Richmond County, GA
10. Virginia Beach / Norfolk / Newport News, VA

Source: DK Shifflet, VISA Visitor Spending Estimates

Resilience Powers Tax Gains

Despite economic headwinds and two major weather events, Myrtle Beach's tourism economy remained strong in 2024 and continued to outperform pre-pandemic benchmarks.

While Accommodations Tax and Tourism Development Fee collections dipped slightly from 2023, both were significantly higher than 2019—even after adjusting for inflation—up 11% and 13% respectively. Hospitality Fee collections rose 1.3%, and gross retail sales reached $16.6 billion, a 2.8% year-over-year increase.

Quick recovery efforts and effective messaging helped restore traveler confidence within weeks, reinforcing Myrtle Beach's reputation as a resilient, high-performing destination with enduring appeal.

Tax Revenue for Horry County

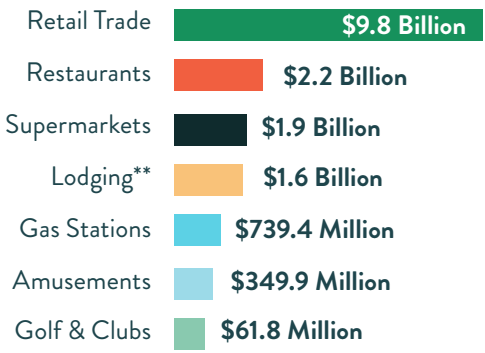
$31.2 MILLION
Accommodations Tax
▲ 11% vs. 2019*

$44.7 MILLION
Tourism Development Fee
▲ 13% vs. 2019*

$59.3 MILLION
Hospitality Tax
▲ 1.3% YOY

*Note: Pre-pandemic comparisons adjusted for inflation

Horry County Gross Sales



**Note: Based on 2% ATAX Source: S.C. Dept. of Revenue



ACCOMMODATIONS

Lodging Holds Strong

The Myrtle Beach area's accommodations sector saw a year of adjustment and resilience in 2024. As national travel patterns continued to stabilize, the local market faced a growing supply of hotel rooms and vacation rentals—particularly short-term rental listings, which expanded notably across the region.

Despite increased competition, average daily rates remained steady and visitor interest in extended stays held strong, with Myrtle Beach continuing to benefit from its value, accessibility, and family-friendly appeal. While occupancy levels showed some softening during peak months, trends like shorter booking windows and last-minute planning reflected changing traveler behavior more than a drop in interest.

Looking ahead, the destination remains well-positioned to capture future demand, especially as travelers continue to seek out affordable, beach-centered experiences.

6.4 MILLION
STR Demand
▲ 2% YOY

$846 MILLION
STR Revenue
▲ 4.1% YOY

KEY LODGING METRICS

str	KEYDATA™
Avg. Occupancy	Avg. Occupancy
54.5%	41.3%
Avg. Daily Rate	Avg. Daily Rate
$133	$215
Avg. RevPAR	Avg. RevPAR
$72	$103



Note: Total Revenue and Demand based on STR data

AIRPORT UPDATE

Air Travel Soars at MYR

Throughout 2024, Visit Myrtle Beach's air service campaigns and marketing efforts played a pivotal role in driving interest and passenger traffic at Myrtle Beach International Airport (MYR), which had another standout year. MYR was named the Best Small Airport in the U.S. in the 2024 USA Today 10Best Readers' Choice Awards—marking the second time in four years it's earned the top spot.

This recognition came alongside major air service wins, including the arrival of Breeze Airways with new nonstop routes to cities like Providence, Charleston (WV), Tampa, Hartford, Akron-Canton, Wilkes-Barre/Scranton, and Westchester County. Allegiant added flights to Grand Rapids, Niagara Falls/Buffalo, and Plattsburgh, while Frontier launched new service to Cleveland. These new routes continue to strengthen Myrtle Beach's accessibility and national appeal.



Record-breaking traffic

It was a record-breaking year for passenger traffic at MYR, with a total of 3,837,052 passengers—a nearly 14% increase compared to 2023.

3.84
MILLION
Total Passengers



50,000
SQUARE FEET
To Be Added in 2025

Terminal Expansion

This year MYR began a $90 million terminal expansion — which is set to open in 2025 — adding six new gates. The project will boost capacity, improve efficiency, and enhance the overall travel experience for visitors flying to The Beach.



What's new?

In 2024, MYR welcomed the state's first in-airport Starbucks, announced a new Pizza Hyena coming in 2025, and added fun touches like a LEGO SkyWheel in baggage claim.

Source: Airline Data Inc., Volaire Aviation Consulting

PAID MEDIA

Integrated Ads Drive Interest

In 2024, Visit Myrtle Beach invested nearly $25 million in integrated paid media campaigns spanning leisure travel, air service, group travel, and international promotion. Developed with MMGY Global, these campaigns delivered over 2.47 billion impressions across a diverse mix of platforms—including streaming TV, YouTube, social media, digital display, search, and print—demonstrating the power of a fully integrated, multi-channel approach.

According to the annual Portrait of the American Traveler study, 47% of those who saw an ad from Visit Myrtle Beach could recall it when prompted, and 4 in 10 said they were more likely to visit as a result.

These results showcase the effectiveness of strategic, integrated media in building brand awareness, driving intent, and ultimately increasing visitation and tourism-related spending.










The Beach
IS FOR everyBODY


THERE'S A SPOT FOR EVERYONE AT The Beach.
Learn More
THERE'S A SPOT FOR EVERYONE AT The Beach.
Learn More


Beach all day,
Play all night.
100 km made
for families.
START PLANNING


Swim, play, shop,
dance and repeat.
100 km made
for families.
START PLANNING

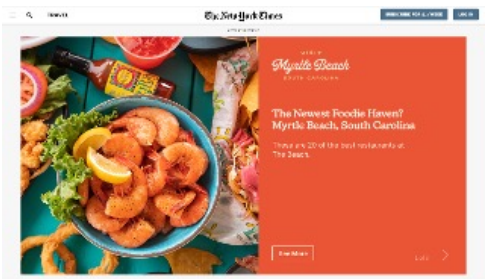

What's New at The Beach


The Beach
MYRTLE BEACH, SOUTH CAROLINA


FOR SPORTS PLANNING,
YOU CAN'T BEAT
The Beach.
START PLANNING


HANDCRAFT YOUR TRIP TO The Beach.
START PLANNING


COUCH POTATOES MAKE GREAT Beach Bums.


The New York Times
The Newest Foodie Haven? Myrtle Beach, South Carolina


TIME FOR A BREAK?
MAKE IT Beachy

PUBLIC RELATIONS

Earned media efforts drive big results

Our public relations team, in partnership with Fahlgren Mortine, executed a high-impact earned media program in 2024 to keep Myrtle Beach top-of-mind with national media. Through targeted outreach, media missions, familiarization tours, and partnerships with more than 200 businesses across the Grand Strand, we earned major placements across travel, lifestyle, and news outlets.

22.5 BILLION
Media Impressions
▲ 33% YOY

$115.3 MILLION
Ad-Equivalent Value
▲ 27% YOY



Splish! Splash! Squawk!

In 2024, Visit Myrtle Beach released *Splish, Splash, Squawk! Finding Joy in a Sensory-Friendly Vacation*, a children's book by Lynda Farrington Wilson. The story follows Maris the parrot as she helps families experience the magic of a sensory-friendly trip to The Beach. Part of our broader "The Beach is for EveryBODY" initiative, the book reflects our commitment to making Myrtle Beach more welcoming and accessible for all travelers.

Culinary Scene in the Spotlight

We turned up the heat on culinary promotion in 2024, through media pitching, hosting, and events. Highlights included "A Celebration of Carolina Coastal Cuisine" with the James Beard Foundation in NYC, The Palmetto Party in Myrtle Beach with The Local Palate, and Season 3 of Chef Swap at The Beach airing on Food Network—all part of a broader strategy to showcase local chefs and position Myrtle Beach as a rising Southern culinary destination.



OWNED MEDIA

TV shows bring big dividends

In 2024, Visit Myrtle Beach's branded content initiatives continued to reach new heights, driving engagement across a variety of media including television, podcasts, social media, e-mail and VisitMyrtleBeach.com. Here's a look at some of the successes:



Traveling The Spectrum

Launched in 2024 on Peacock, Traveling the Spectrum has been a smash hit, capturing hearts, sparking national conversation and earning an Emmy nomination. The six-part series follows three families with members on the autism spectrum as they travel to The Beach—shedding light on the fact that 87% of such families don't take vacations. The show's trailer garnered nearly 1 million views on YouTube, leading to overwhelming support from the Autism community and ultimately securing its streaming home. Now with Season 2 in production, the series continues to position Myrtle Beach as a leading sensory-friendly travel destination. **Learn more at TravelingTheSpectrumShow.com.**

Chef Swap at The Beach

Visit Myrtle Beach's cooking competition show served up two new seasons on Food Network in 2024, spotlighting top local chefs. Originally airing on Cooking Channel, the show also expanded its reach by streaming globally on GoUSA TV and BingeTV—and recently won Brand USA's Outstanding Video Storytelling Award for a City Destination. A holiday-themed Chef Swap Christmas Special was also filmed for release in 2025. **Learn more at ChefSwap.com.**





Mini Golf Trail Tees Off

As part of a push toward experiential content that highlights the unique culture of the area, the Myrtle Beach Mini Golf Trail launched in 2024. Unveiled during a special event at PopStroke in partnership with Golf Tourism Solutions and Bryan Bros Golf, the trail made its debut ahead of the Myrtle Beach Classic PGA event in May. The trail invites visitors to explore 30+ mini golf courses across the area, using a digital pass to check in and earn prizes along the way. **More at VisitMyrtleBeach.com/minigolf**

IceShaker Games

Filmed in 2024, the second edition of the IceShaker Games brought even more beachside fun as Rob and Chris Gronkowski returned as team captains—this time teaming up with brothers Dan and Gordie for a 2-on-2 showdown of classic beach games. Produced in partnership with premium drinkware brand IceShaker, the series launched in spring 2025 and has already racked up more than 1 million views across all platforms, helping showcase Myrtle Beach as the ultimate playground for fun and friendly competition.





Beach Easy Brand

Launched in March 2024, Beach Easy is a lifestyle brand inspired by the laid-back spirit of Myrtle Beach. Introduced through a partnership with Grand Strand Brewing Co., the campaign quickly expanded to include apparel collaborations with Native Sons and Fin First. The brand's social media presence took off with "beach first" content celebrating everyday coastal living—earning over 2 million views on YouTube and reaching potential beachgoers across YouTube, Facebook, Instagram, and TikTok. Beach Easy has become a fresh way to connect visitors with the relaxed, vibrant vibe of The Beach.

WEBSITE

Award-winning site adds booking engine, AI features

This year, VisitMyrtleBeach.com continued to evolve as a leading hub for vacation planning, partner engagement, and destination storytelling. Building on its award-winning 2023 relaunch, the site added enhanced functionality, deeper personalization, and hundreds of new articles from our Content Army—driving stronger visitor engagement and more qualified referrals to local businesses.

A major initiative this year was the development of a direct booking engine, built in partnership with local tech leader Fuel Travel using their GuestDesk platform. Completed in 2024 and launched in early 2025, the new engine offers visitors a seamless way to explore and book accommodations right on the site.

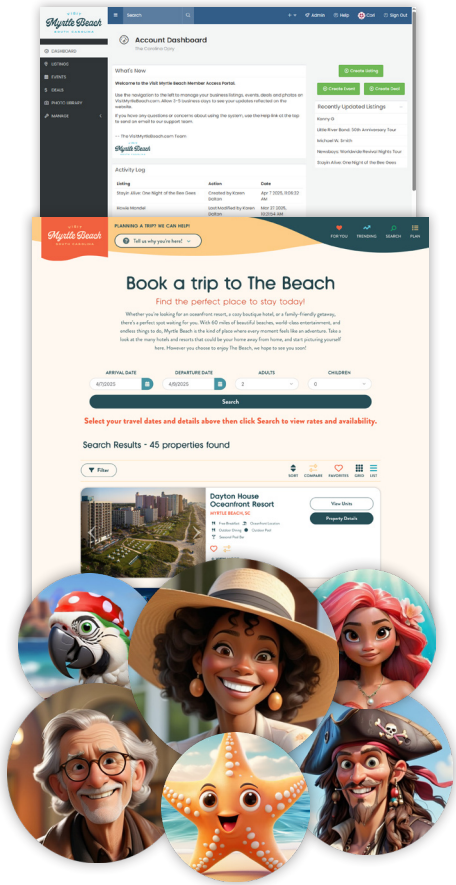
We also worked with Miles Partnership to launch a new extranet system, giving AMP partners more control over their listings, events, and offers—ensuring content remains current and relevant. Accessibility updates continued as well, including the integration of Osano to support user privacy and compliance.

Looking ahead, we began development of Beach Buddies—a new GPT-powered planning assistant built with Brand Revolt. Launching in April 2025, this interactive tool will use site content to answer visitor questions, recommend personalized trip ideas, and guide users through the planning process with the help of fun, beach-themed characters.

8 MILLION
Website Visits

Sources: Flip.To, Google

$9.7 MILLION
Direct Booking Revenue Driven to Partners



PARTNERSHIPS & ACTIVATIONS

Big brands & events help drive awareness

2024 was a strong year for collaboration, as RBI Inc. and RSM helped Visit Myrtle Beach connect with major brands like Reynolds, Harris Teeter, Huggies, Kroger, Busch Beans, and ShopRite to boost awareness in non-traditional tourism channels.

We also extended our multi-year partnership with JMI and Playfly Sports, securing in-stadium and broadcast exposure during college football and basketball games across the Big Ten, ACC, Big East, and MAC.

Additional high-impact partnerships included the return of World's Strongest Man, the ICS World Championship Chili Cook-Off, the Carolina Country Music Festival, and ESPN's Myrtle Beach Bowl and Invitational.



Wheel of Fortune

This year, Visit Myrtle Beach collaborated with the iconic game show "Wheel of Fortune" to spotlight the Grand Strand's unique charm. In October, co-hosts Vanna White—a North Myrtle Beach native—and Ryan Seacrest visited the area, filming six episodes that capture the region's vibrant attractions and scenic beauty. These episodes are scheduled to air in May 2025, reaching an average audience of approximately 8 million viewers per episode. The partnership also featured an in-market surprise tour with Vanna White, delighting fans and further promoting Myrtle Beach as a premier travel destination.

GROUP TRAVEL

Team sparks groups market











326,681
Definite Room Nights Booked

827
Group Leads

40
Site Visits

6
FAM Tours

Visit Myrtle Beach's group sales team had a banner year in 2024, topping pre-pandemic numbers with 483,000+ lead room nights and 326,681 definite room nights—up 18% and 14% over 2019. The meetings and conventions market soared, with a 42% increase in leads and a 135% jump in definite room nights.

The sports team secured bids for the 2027 NCAA Division I Men's Golf Regionals and 2028 NCAA Division III Track & Field Championships and was named Sports ETA's Sports Tourism Organization of the Year.

With more than 50 events attended and high-impact FAM tours driving conversions, the team also secured major 2025 events, including the TAP Motorcoach Show and the Arrowhead Planners Retreat.

Looking ahead, Myrtle Beach will host the TAP (Travel Alliance Partners) motorcoach show in May 2025 and the Arrowhead Religious Conference Planners staff retreat in August 2025. The CVB and Chamber were also recognized as a 2024/2025 Travel South USA Champion DMO for their work to grow international tourism to the South.

SPORTS

Events vault visitation

The Myrtle Beach Area Sports Alliance played a key role in driving tourism in 2024 through a packed calendar of high-impact events. Ongoing partnerships with ESPN Events' Myrtle Beach Bowl, along with local staples like the Beach Ball Classic and the Myrtle Beach Marathon, continued to draw large crowds.

This year also saw exciting events including the NCAA Division III Outdoor Track & Field Championships, the World's Strongest Man competition, and the Conference Carolinas Track & Field Championships — each helping showcase Myrtle Beach as a premier sports destination.



$185 MILLION

Direct Spending driven by Sports Tourism

▲ 6% YOY

Myrtle Beach Classic Makes History

In a landmark year for Myrtle Beach golf, the inaugural Myrtle Beach Classic not only delivered—it shattered expectations. Held at the iconic Dunes Golf & Beach Club in May 2024, the tournament became the largest first-year PGA Tour event ever, drawing more than 40,000 fans and garnering national coverage on the Golf Channel.

Brought to life through a partnership between Visit Myrtle Beach, Golf Tourism Solutions, and the South Carolina Department of Parks, Recreation & Tourism, the event showcased the destination's elite golf offerings and hospitality.

Coupled with continued growth in local rounds played and golf tourism revenue, the success of the Classic reinforced Myrtle Beach's claim as "The Golf Capital of the World" and set a high bar for what's to come.

2.79 MILLION

Rounds Played

▲ 1% YOY

$144 MILLION

Golf Revenue (Combined Greens & Cart fees)

▲ 7% YOY



MEET OUR CVB TEAM



Tracy Conner
Interim Chief Executive Officer



Stuart Butler
Chief Marketing Officer



Bob Harris
Executive VP of Sales



Diane Charno
EVP of Marketing & Communications



Johanna Hodge
CVB Partnership Director



Wes Bilyeu
Partnership Specialist



Jen Brunson
Senior Marketing Manager



Tiffany Henry
Marketing Coordinator



Chris Mowder
Creative Director



Kelley McDonnell
Content Manager



Denielle Van Dyke
PR Manager



John Muse
Video Producer / Photographer



Mary Carman Isenberg
Senior Sales Operations Mgr.



Cynthia Mohr
Senior Sales Manager

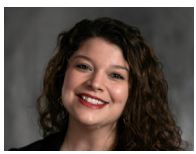


Sandy Haines
Director of Group Tour Sales



Taylor Sellers
Senior Sports Development Mgr.

VISIT Myrtle Beach SOUTH CAROLINA



Lori Lampo
Meetings Sales Manager



Zavier Jones
Assistant Sales Manager