Myrtle Beach Area Chamber of Commerce

Visit Myrtle Beach South Carolina

Partnership Grand Strand

MARKETING

Myrtle Beach

Myrtle Beach City Council Update & Accountability Reports Presented February 2026

PROMOTE PROTECT & IMPROVE

MATT PIVARNIK

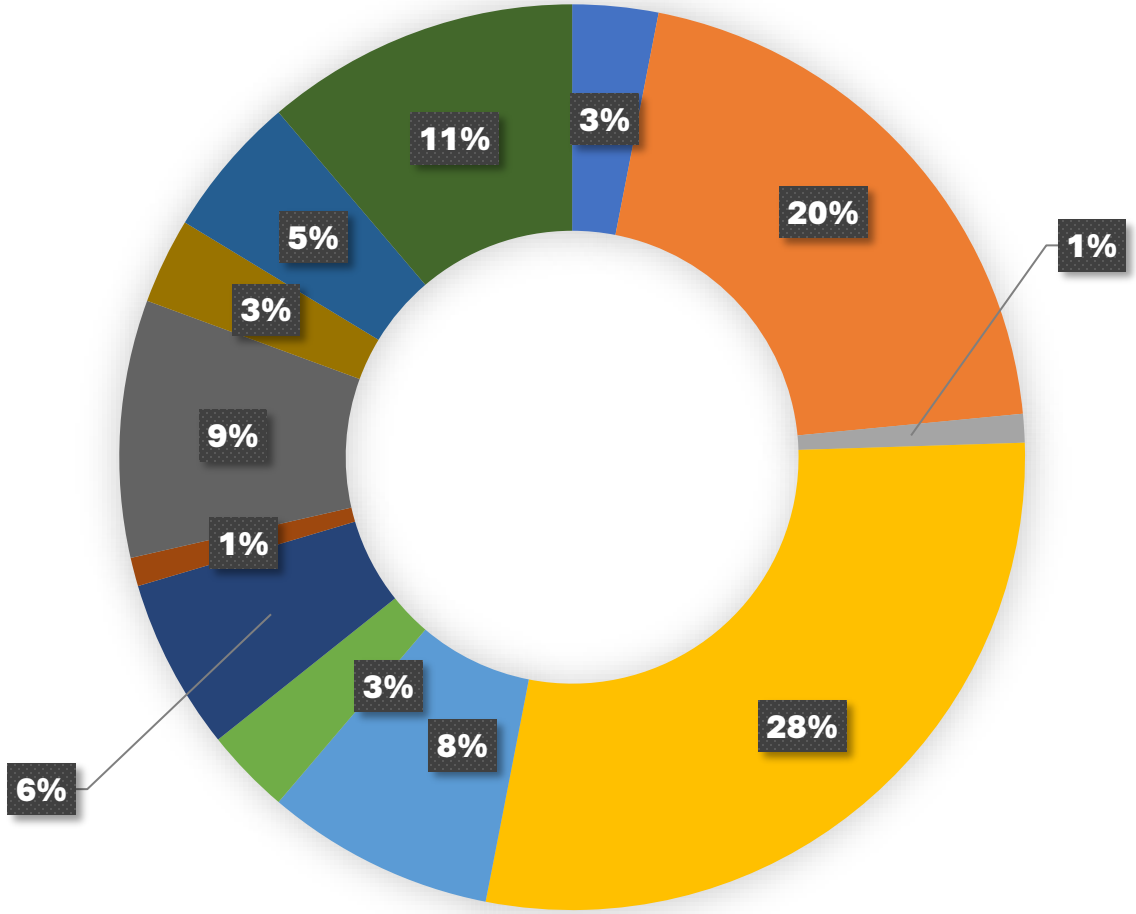
Chief Executive Officer

ACCOUNTABILITY REPORTING

Randy McKeel, Chief Financial Officer

July-Sept 2025 Myrtle Beach TDF Allocations

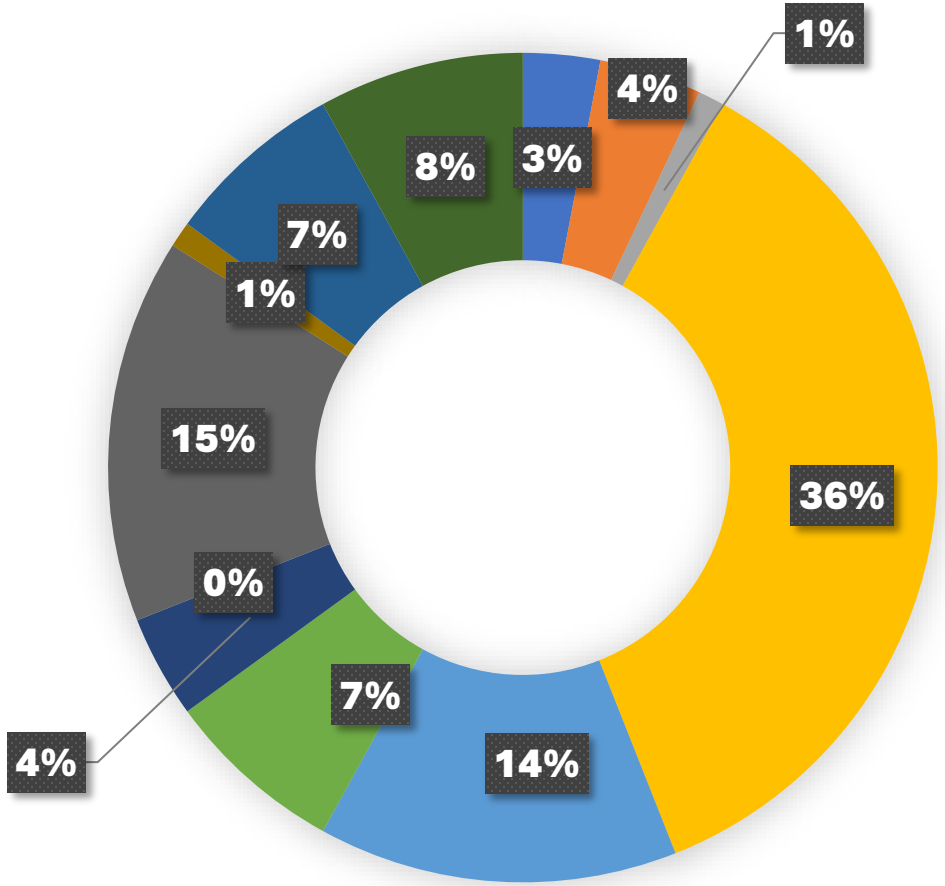
TDF Marketing Activities promote visitation to Myrtle Beach through a wide range of promotions, including leisure advertising campaigns, groups marketing, general consumer promotions and publicity, golf and international marketing. All campaigns are supported with research and tracking to maximize return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



- Air Service - $373,618.19 - 3%
- Creative/Content Development - $2,225,422.02 - 20%
- Destination Publicity - $108,036.43- 1%
- Digital - $3,105,964.96- 28%
- General Consumer Promotions - $869,399.97- 8%
- Golf - $352,065.01 - 3%
- Group Sales - $666,346.19 - 6%
- International Promotion - $128,342.05 - 1%
- Outdoor & Integrated Pkgs - $1,025,264.81- 9%
- Research - $295,122.77 - 3%
- Social and Search Media - $541,308.84 - 5%
- Television - $1,224,249.32 - 11%

July-Sept. 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 - $16,758.86 - 3%
- Creative/Content Development - $23,791.24 - 4%
- Destination Publicity - $3,726.36 - 1%
- Digital - $218,884.08 - 36%
- General Consumer Promotions - $86,629.56 - 14%
- Golf - $39,171- 7%
- Group Sales - $22,713.67 - 4%
- International Promotion - $1,411.36 - <0%
- Outdoor & Integrated Pkgs - $91,636.37- 15%
- Research - $6,419.42 - 1%
- Social and Search Media - $43,426.23 - 7%
- Television - $48,043.43- 8%

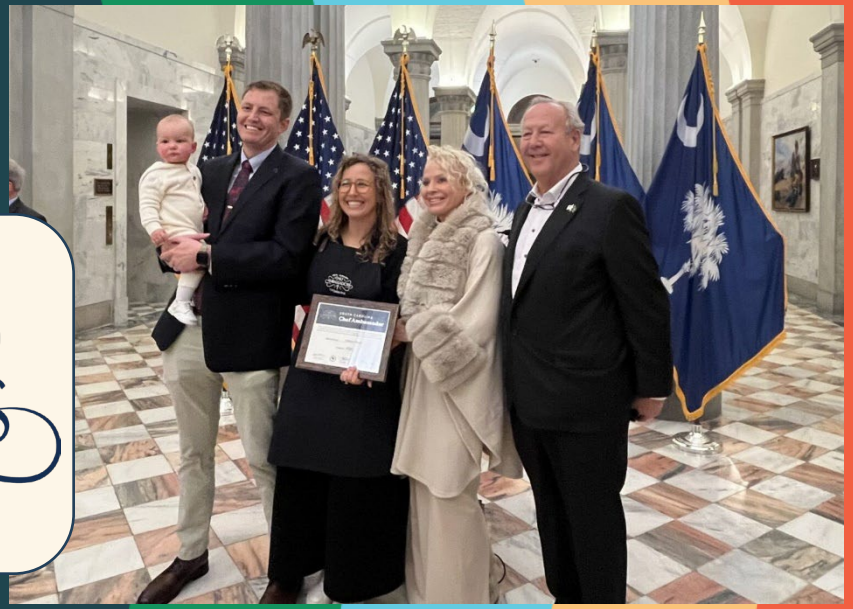
MARKETING

Stuart Butler, President, Visit Myrtle Beach

CULINARY CELEBRATION



Myrtle Beach Chef Heidi Vukov of Hook & Barrell Advances as Semifinalist For James Beard Foundation Award



Myrtle Beach Chef Jordan Heyd of Lekker Eats Named SC Chef Ambassador

SOUTH CAROLINA CHEF AMBASSADORS

2025 Q3 Review

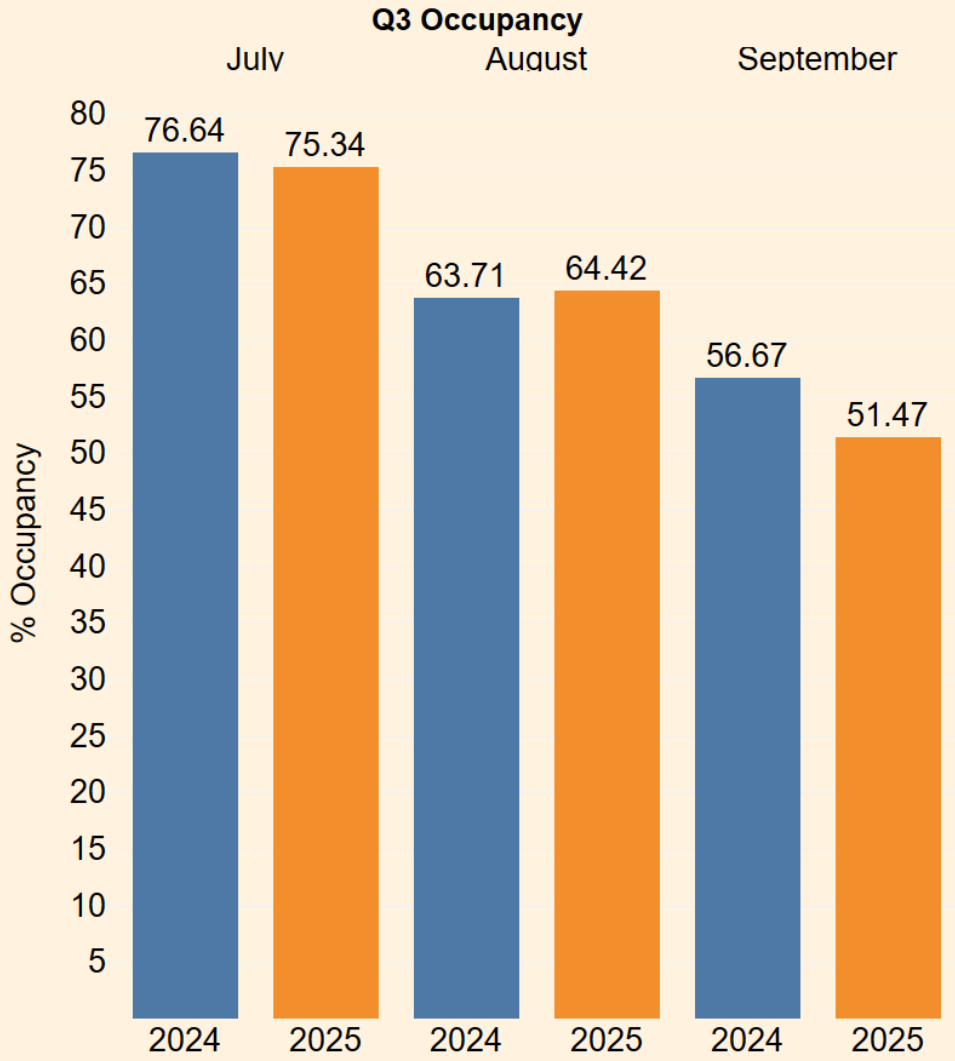
IN Q3, OCCUPANCY DOWN -3.3% COMPARED TO 2024

In Q3 2025, occupancy was down 3.3% compared to 2024. This was largely due to a significant comparative decrease in September, and a soft July impacted by precipitation.

In July, occupancy was down 1.7% compared to 2024.

In August, occupancy was up 1.1% compared to 2024.

In September, occupancy was down 9.2% compared to 2024.



INCREASES IN PRECIPITATION IMPACTED HOTEL OCCUPANCY AND TAX COLLECTION DURING KEY MONTHS

During the months of May – September 2025 rainfall, in inches increased 6%.

In addition to the tropical storm over July 4th weekend, consistent periods of rain deeply affected travelers who book and travel in a 7 to14 day window.

We observed dips in occupancy directly related to either the amount of rainfall or the number of consecutive days of rain.

+6%

vs. 2024

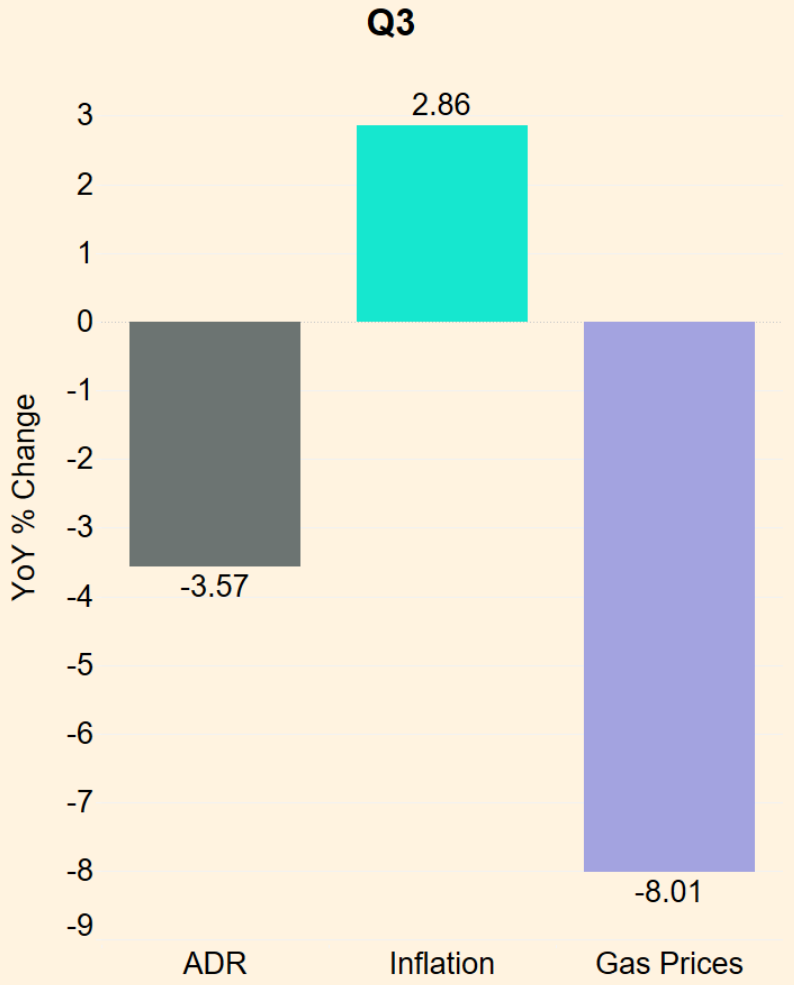
Days of Rain	Avg. Change in WoW Occupancy	Inches of Rain	Avg. Change in WoW Occupancy
1 day of rain	0.7	0-1 Inches of Rain	0.8
2 days of rain	1.1	1-2 Inches of Rain	0.8
3 days of rain	-0.5	2-3 Inches of Rain	-1.2
4 days of rain	1.7	3-4 Inches of Rain	0.6
5 days of rain	-2.4	4-5 Inches of Rain	-1.5
6 days of rain	2.6	5-6 Inches of Rain	-2.4
7 days of rain	-5.6	7-8 Inches of Rain	-5

IN Q3, ENVIRONMENTAL CONDITIONS HAD A NEGATIVE IMPACT ON OCCUPANCY AND TAX REVENUE

In Q3 2025, ADR decreased 3.57% compared to 2024, which contributed to decreased tax revenue.

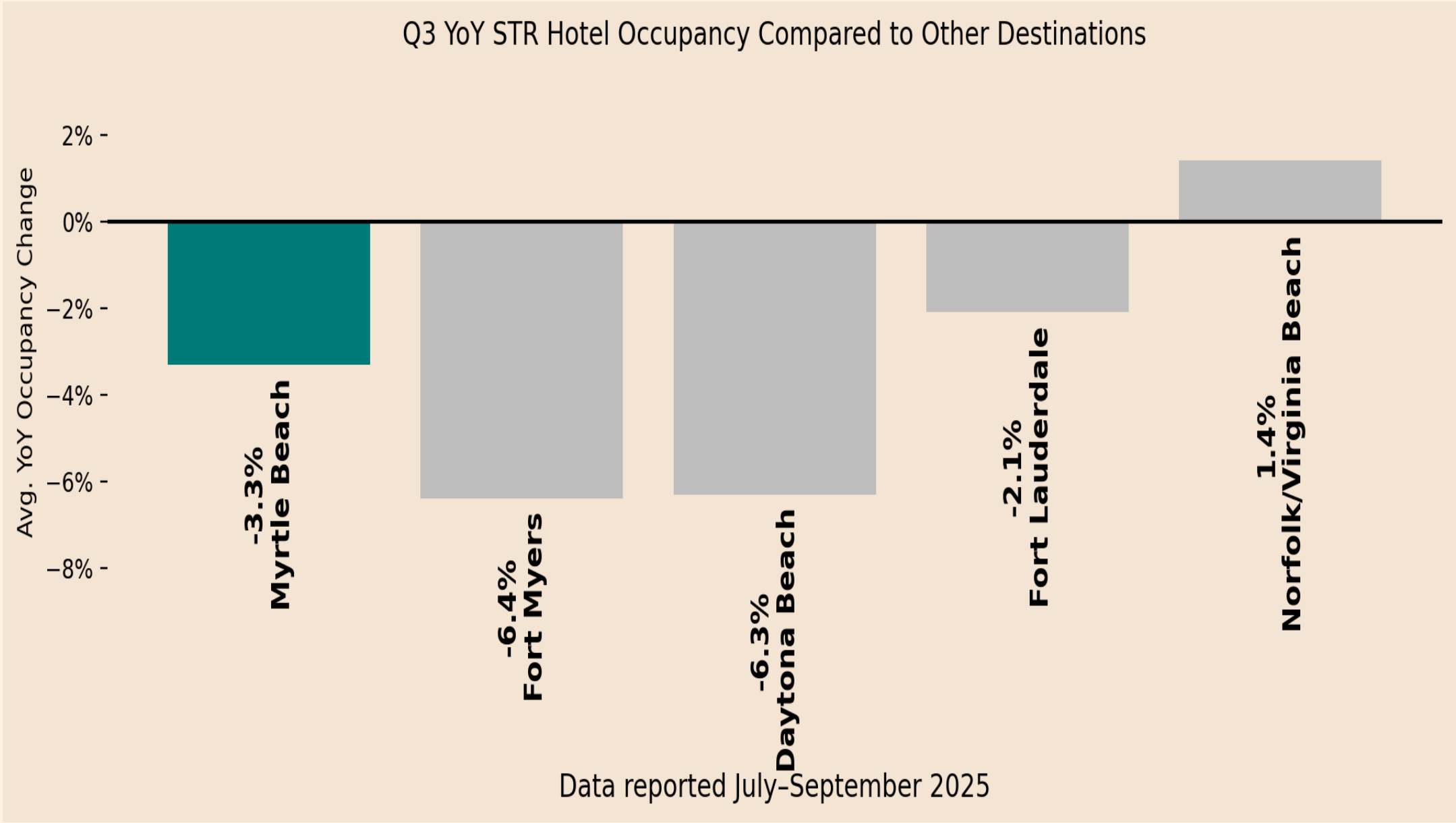
Similarly, Q3 gas prices were down 8% compared to 2024. This suggests people are driving less, which contributes to decreased occupancy and tax revenue.

Q3 inflation was up 2.86% compared to 2024. Overall price increases contribute to decreased occupancy and tax revenue.



VISIT Myrtle Beach SOUTH CAROLINA

Other Destinations Also Seeing Occupancy Declines

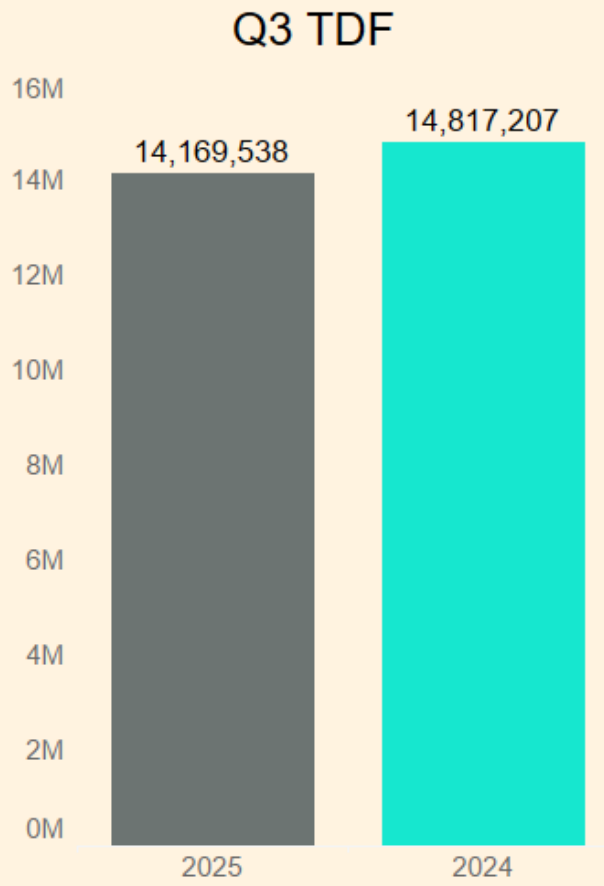


Q3 2025 TOURISM DEVELOPMENT FEE IS -4.4% BELOW 2024

In Q3 2025, Tourism Development Fee revenue ($14.2M) decreased by 4.4% compared to 2024 ($14.8M).

-4.4%

vs. 2024

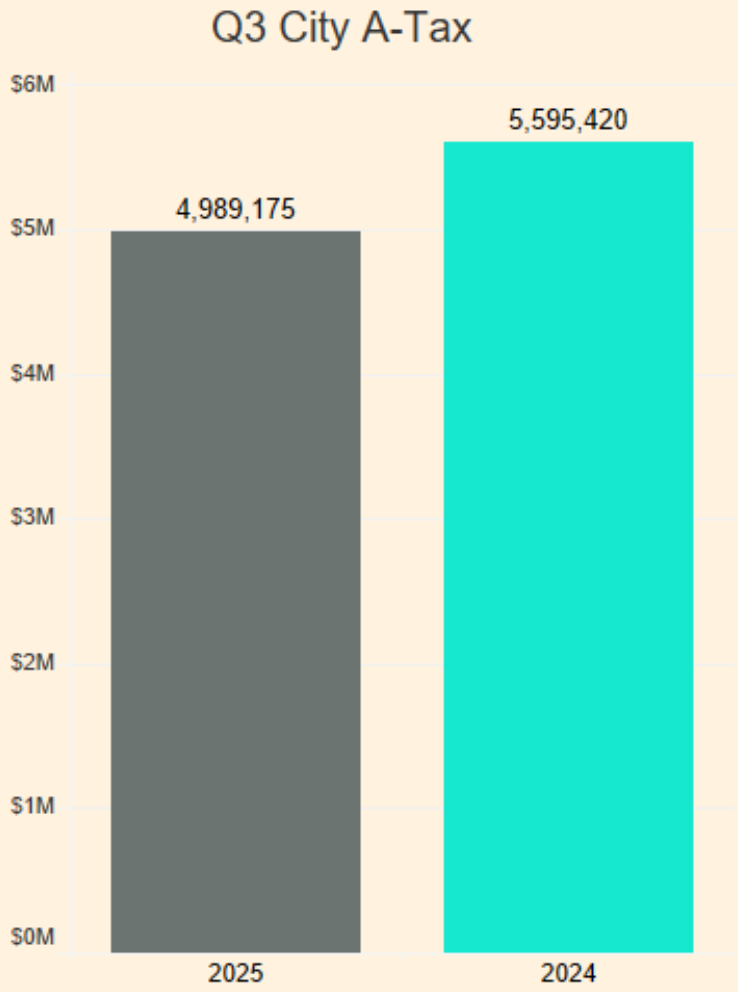


Q3 2025 CITYWIDE ACCOMMODATION TAX IS -10.8% BELOW 2024

In Q3 2025, Citywide Myrtle Beach Accommodations Tax revenue ($4.99M) decreased by 10.8% compared to 2024 ($5.6M).

-10.8%

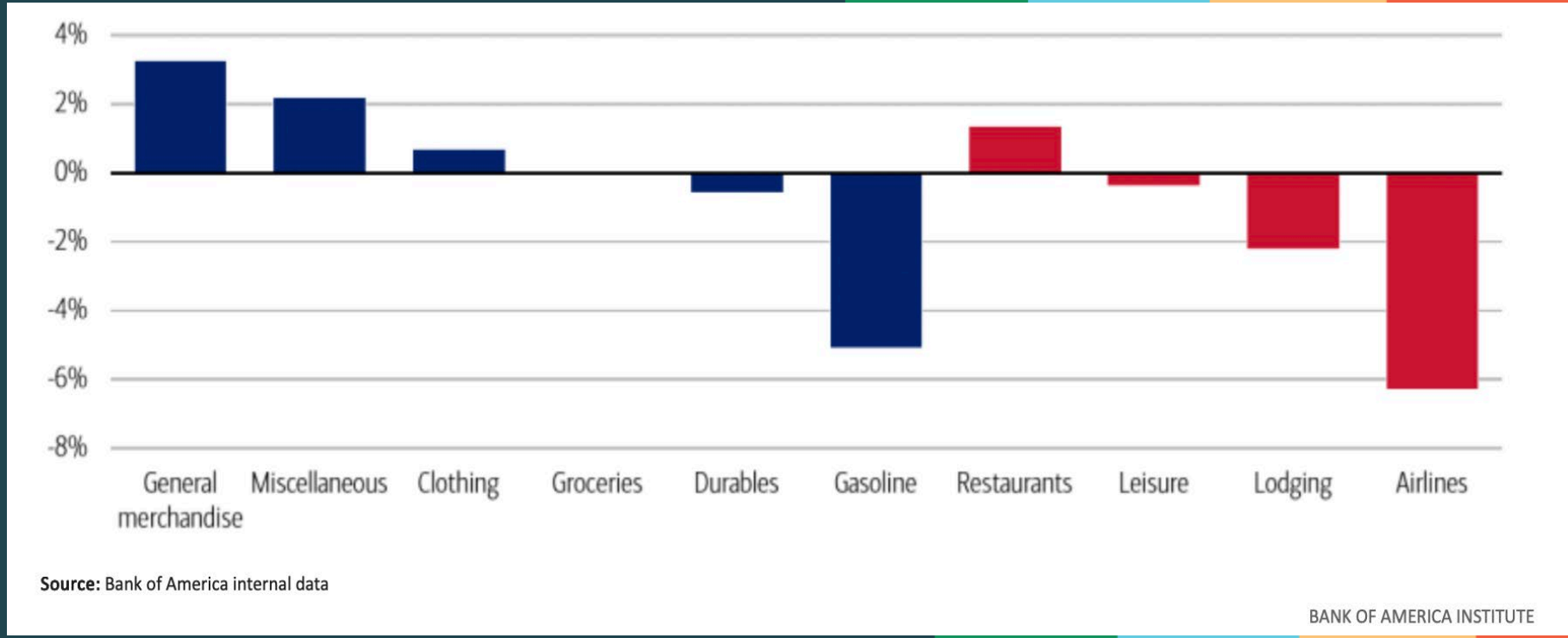
vs. 2024



How Consumers Stretched a Dollar in 2025

- Smaller-ticket discretionary retail categories saw growth, while consumers pulled back on bigger-ticket services.

YOY Discretionary Retail Spend by Category



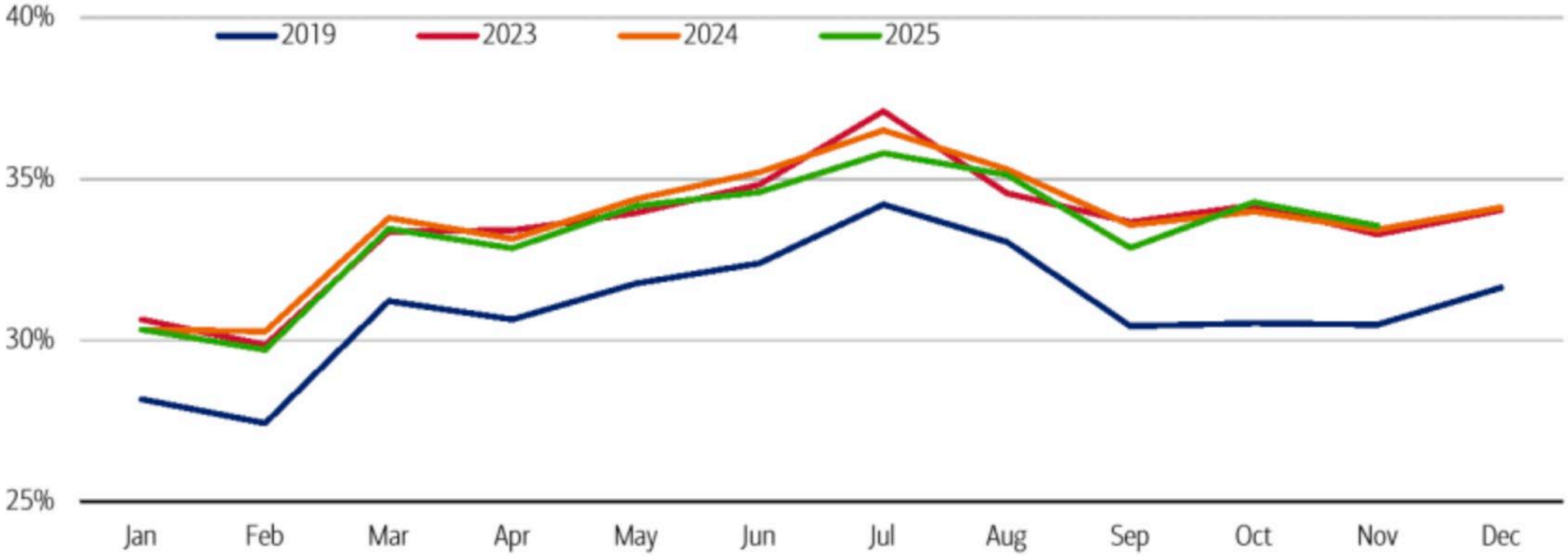
Source: Bank of America internal data

BANK OF AMERICA INSTITUTE

Fewer Households Traveled in 2025 vs 2024

Percentage of Households That Traveled

A higher share of households traveled in 2025 compared to 2019, but not compared to 2024 and 2023
Share of US households with brick-and-mortar spending greater than 100 miles from their home address (monthly, %)

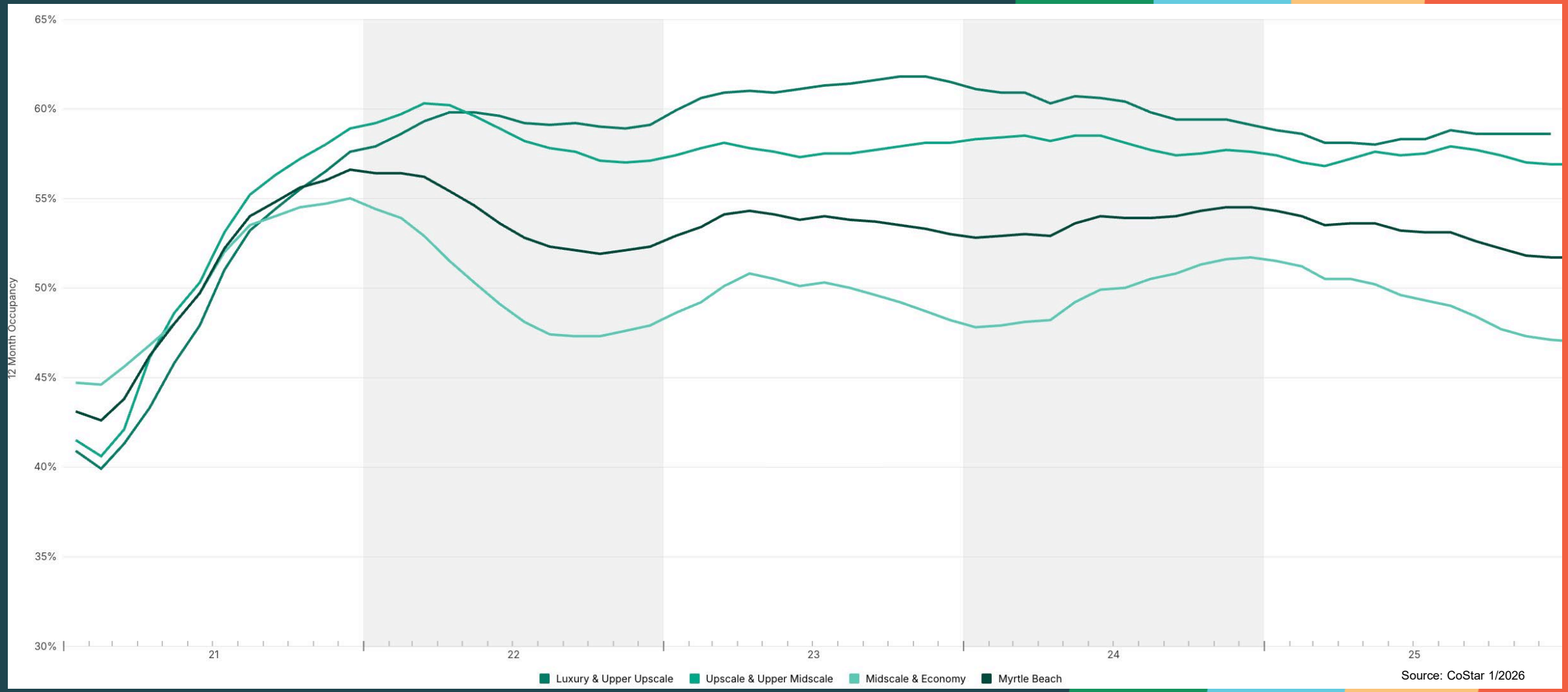


Source: Bank of America internal data

BANK OF AMERICA INSTITUTE

Upper Scale Properties Outperform

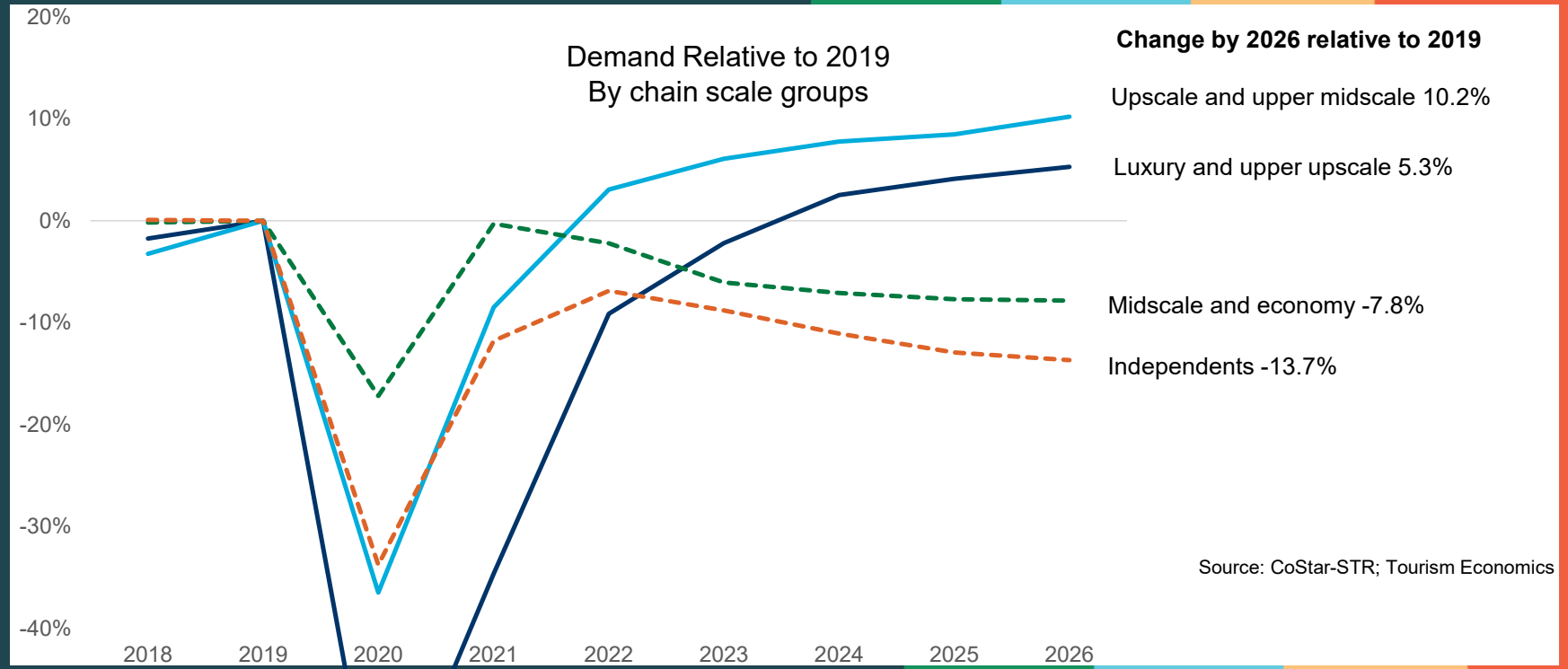
Since 2022 Luxury & Upper Upscale properties had the highest occupancy



Source: CoStar 1/2026

Tourism Economics Forecast by Chain Scale

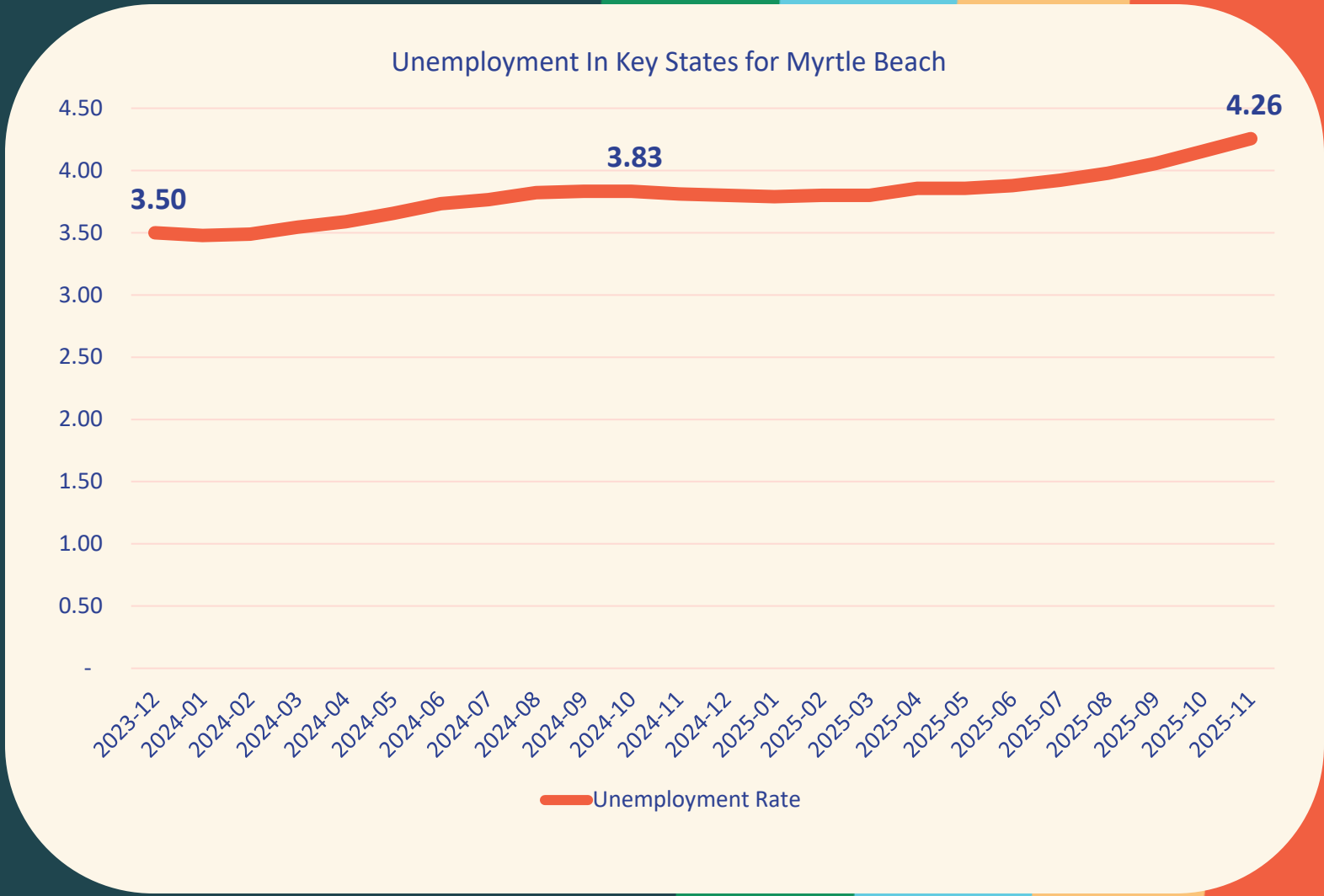
- Midscale/economy and Independent hotels are forecasted to see mild declines in demand in 2026.



Unemployement Rates on the Rise in Key Markets/States

Unemployment's impact on Myrtle Beach

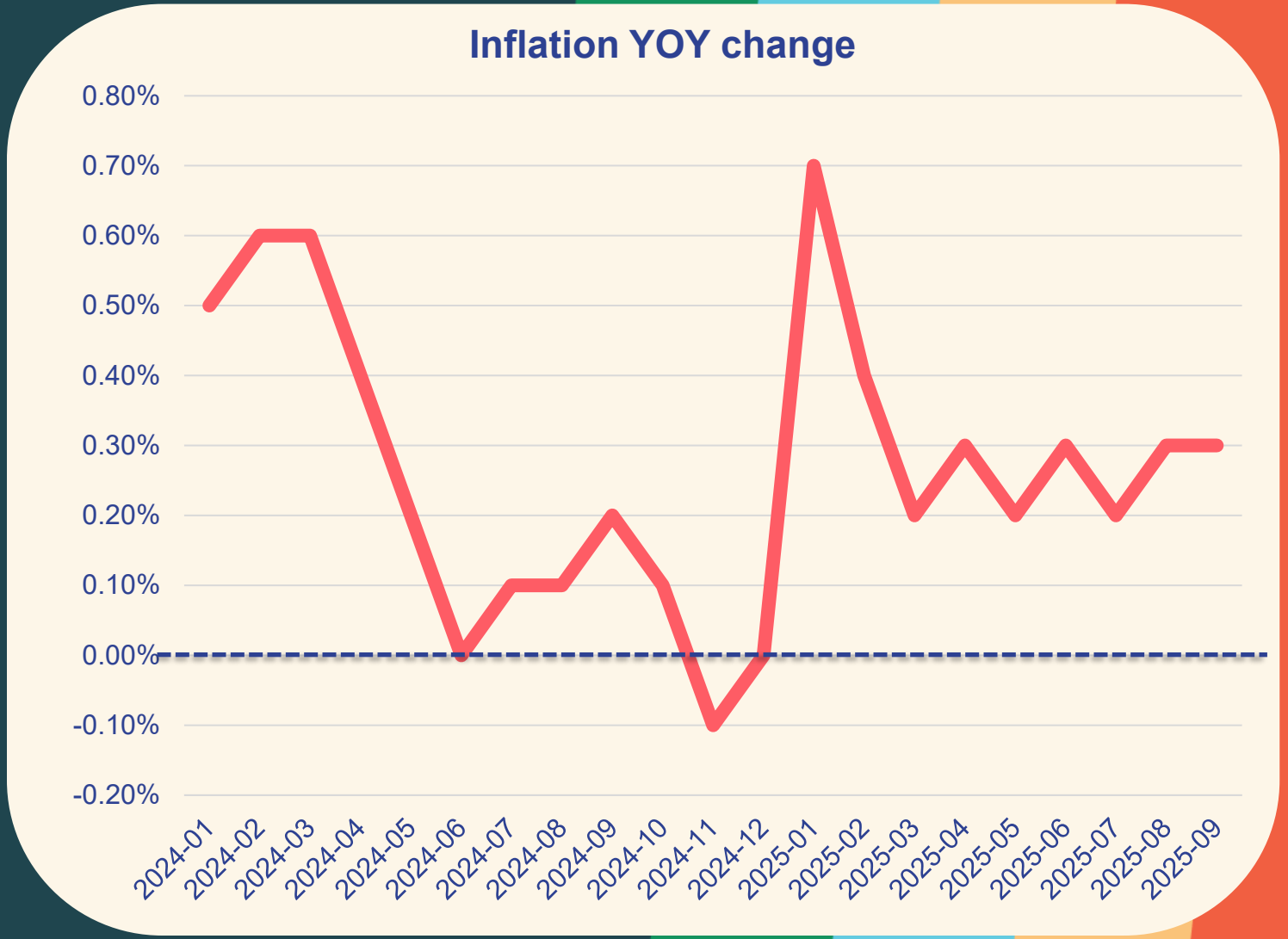
- North Carolina, South Carolina, Florida, Georgia, Virginia, Maryland, Tennessee, District of Columbia drive a large portion of visitation and spend in our destination.
- In these critical source states for Myrtle Beach, unemployment rates have steadily risen for the last 9-10 months.
- Should unemployment rates improve we could expect a better outcome, but at this time we do not expect that to be the case.



U.S. inflation Rates continue to Rise

The impact of inflation on Myrtle Beach

- Inflation will continue to impact travel to Myrtle Beach negatively.
- 19 out of 20 of the last available months have shown inflation to **grow or stay flat** year over year.
- Much like unemployment rates, if inflation growth slows, we could expect a better outcome. At this time, we do not expect that to be the case.

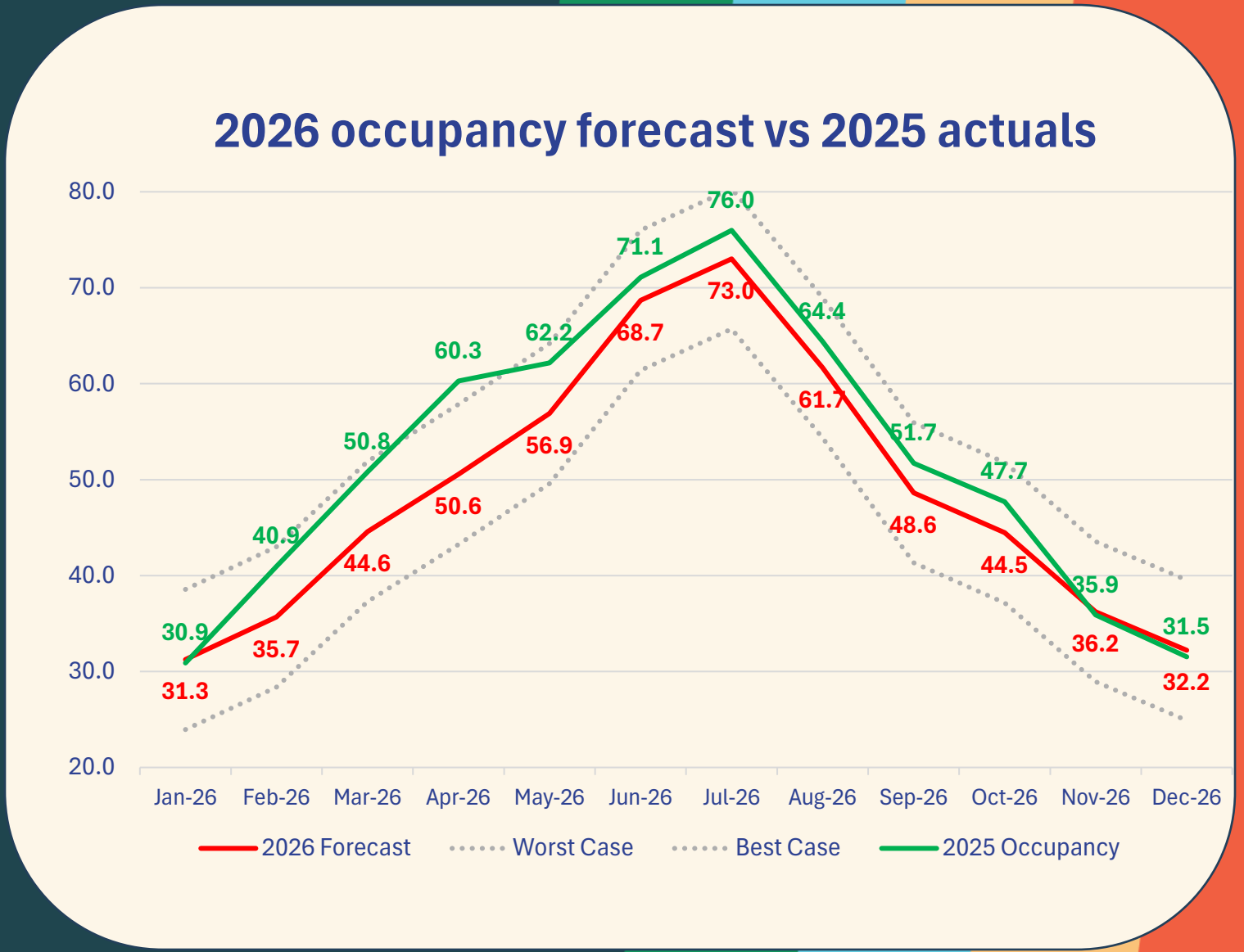


The Main Factors Affecting Occupancy

- **CPI:** We expect inflation to continue to rise in 2026 which will have a negative impact on occupancy. Even though there has been a temporary decrease in inflation during the month of November 2025, this should be seen as a temporary reprieve driven by widespread economic fears due to the government shutdown.
- **Unemployment rate:** Higher unemployment rates have a negative impact on occupancy. Unemployment rates are projected to continue increasing as we enter 2026.
- **Gas Prices**: Gas prices have been dropping are expected to continue going down next year. This should be understood as an indicator of overall economic uncertainty, and lower levels of travel as people are using less gas. Whilst high gas prices can also have a negative impact on occupancy once they cross a certain price threshold, low gas prices that are continuing to drop can also suggest lower occupancy, as both are being driven by economic uncertainty.
- **Precipitation**: Increased precipitation during 2025 greatly affected occupancy levels, particularly during the summer months. Potential increases in precipitation have been factored into this forecast. Precipitation levels have steadily increased year-over-year for the last 3 years.

2026 Occupancy Forecast vs 2025 Actual Occupancy

- We also look at best- and worst-case scenarios with each forecast we create.
- We apply a 95% confidence range to the forecast as illustrated by the dashed lines.
- Our forecast suggest that even the best-case for April and May of 2026 will fall at or below 2025 for the same months.
- We expect to narrow the gap to 2025 as we go deeper in the year.



How Visit Myrtle Beach is Responding

PROTECTING CORE DEMAND	Prioritizing high-performing drive markets and value-driven leisure segments that continue to travel, even in more constrained economic cycles.
SHARPER, MORE EFFICIENT MARKETING	Aligning messaging with consumer mindset, emphasizing value, accessibility, and trip justification, while maintaining flexibility to adjust tactics as conditions evolve.
DEFENDING MARKET SHARE	In softer markets, visibility matters. Maintaining a consistent presence helps ensure Myrtle Beach remains top-of-mind when travelers are making fewer, more intentional travel decisions.
DATA-DRIVEN AGILITY	Closely monitoring performance indicators and adjusting strategies in real time to ensure marketing investments remain accountable and effective.

PARTNERSHIP GRAND STRAND

BJ Beaver, Executive Director

Clay Brittian, Board Chair

Comprehensive Community Strategy

A strategy grounded in aligned leadership, responsible growth, and lasting community impact for communities across the entire Grand Strand.

Project Kick-Off

aha!

Strategy + Facilitation

Project Phase Schedule

1

Review background and analyze data

Set planning milestones, dates

Establish Advisory Committee

Review background materials

Data / benchmarking analysis (30 metrics w/optional 5 comparisons)

Months 1-3

2

Engage stakeholders

Advisory Committee

PGS team

Elected officials

1:1 interviews and focus groups

Survey, open house

TRIPS 1, 2 and 3

Months 2-5

3

Develop community strategy

Strategy workshops

Draft and finalize strategy, action plan, and metrics

Public presentation

Optional implementation support

TRIPS 3 and 4

Months 4-7

Stakeholder engagement

Advisory Committee
15-20 partners

Monthly check-ins

3 in-person workshops:
- Current conditions (March)
- Vision for the future (May)
- Feedback on draft (June)

Elected officials

Presentations

1:1 interviews

Focus group / workshop

Interviews and focus groups with broad range of community members

10 focus groups (in-person)

15 interviews (Zoom)

Monthly check-ins

Ongoing communications and board presentations

3 in-person workshops:
- Current conditions (March)
- Vision for the future (May)
- Feedback on draft (June)

Online community survey

Open to all residents

Drafted and administered by Aha!

Help you promote and communicate

Aggregate and report all findings

Open house / Town Hall (optional)

Solicit community input on data findings and strategy themes

CHAMBER UPDATE

Jimmy Gray, President, Myrtle Beach Area Chamber of Commerce

UPCOMING EVENTS

Monday, February 9 @ 7 PM: Governor's Conference on Tourism Welcome Reception (Riptydz)

Tuesday, February 24 @ 5:30 PM: Grand Strand Legislative Reception (Columbia Conv. Center)

March 13th-22nd – 65th Annual CAN-AM Days

April 23rd – 26th – World’s Strongest Man returns to Myrtle Beach

May 4th-8th – Myrtle Beach Family Week on Wheel of Fortune

May 7th – 10th – ONEflight Myrtle Beach Classic