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 October 2026

Matt Pivarnik

Chief Executive Officer,
Greater Myrtle Beach Collaborative

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Advocacy

Jimmy Gray, President, Myrtle Beach Area Chamber of Commerce



Advocacy Agenda

2027 Priorities

1 TOP PRIORITY

Insurance Affordability & Availability

2 Workforce Housing & Childcare	**3** Infrastructure Funding	**4** Energy Capacity & Cost
5 Permitting & Red Tape	**6** Liquor Liability	**7** Tax Reform
8 Seasonal & Skilled Workforce	**9** Tourism Marketing & Product	**10** Healthcare Access

TDF Advocacy

- City & Collaborative Agreement on Framework
- Chamber's Role
- Legislation Drafting
- Legislation Introduced
- Advocacy & shepherding the bill through each body
- January 20, 2027
- Coalition building and public polling

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Accountability Reporting

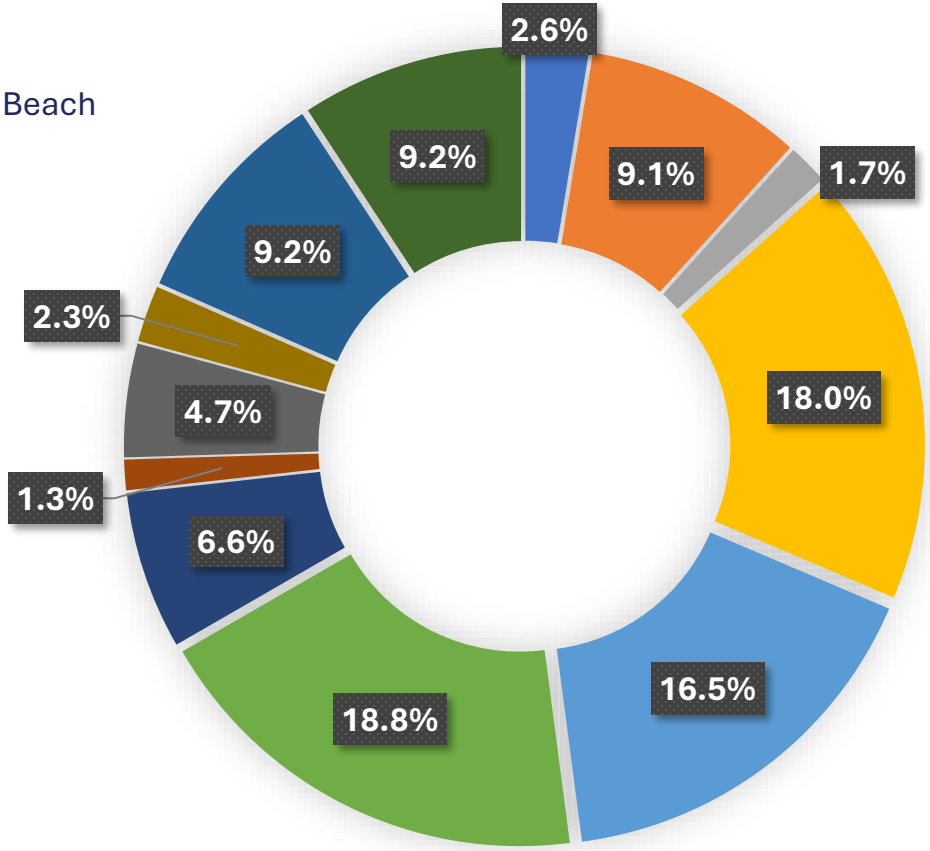
Randy McKeel, Chief Financial Officer



Q2 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: Q2 2026 (Apr-Jun) Myrtle Beach TDF Allocations

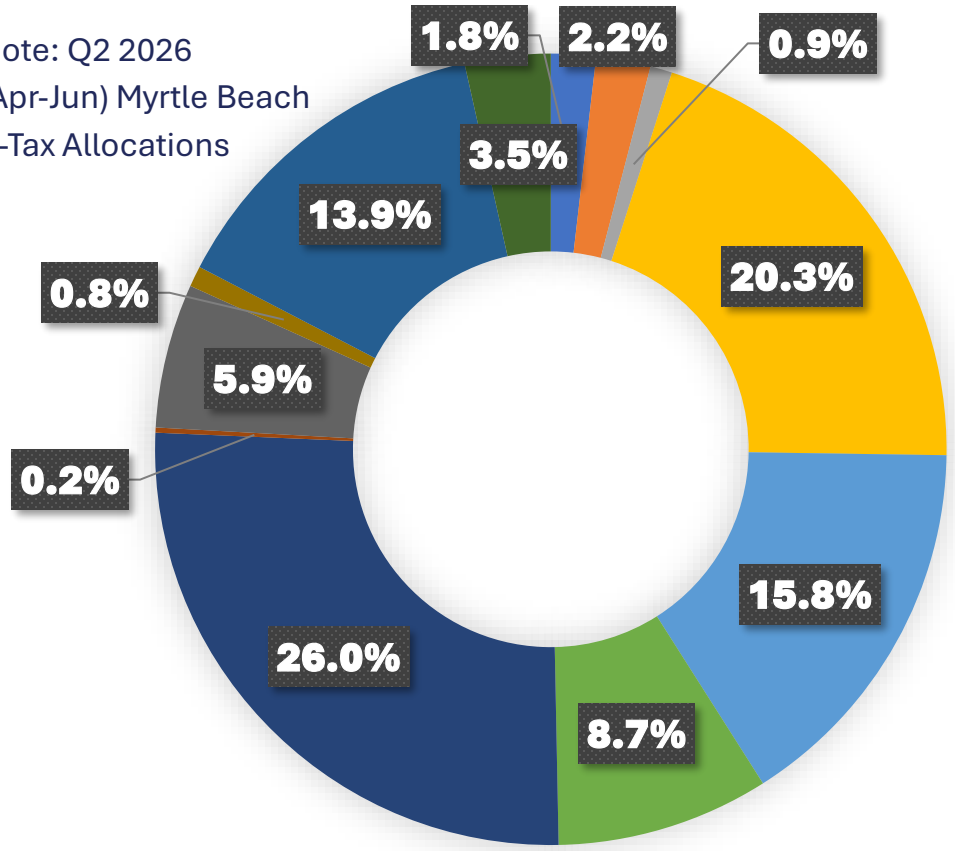


- Air Service - $255,763.85 - 2.6%
- Creative/Content Development - $888,146 - 9.1%
- Destination Publicity - $165,640.01 - 1.7%
- Digital - $1,764,640.62 - 18.0%
- General Consumer Promotions - $1,614,742.52 - 16.5%
- Golf - $1,834,663.27 - 18.8%
- Group Sales - $642,444.11 - 6.6%
- International Promotion - $123,781.23 - 1.3%
- Outdoor & Integrated Pkgs - $461,421.17 - 4.7%
- Research - $229,355.84 - 2.3%
- Social and Search Media - $899,819.43 - 9.2%
- Television - $903,679.09 - 9.2%

Q2 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: Q2 2026 (Apr-Jun) Myrtle Beach A-Tax Allocations



- Air Service - $12,178.73 - 1.8%
- Creative/Content Development - $14,799.99 - 2.2%
- Destination Publicity - $5,933.81 - 0.9%
- Digital - $134,873.26 - 20.3%
- General Consumer Promotions - $104,739.56 - 15.8%
- Golf - $57,780.61 - 8.7%
- Group Sales - $172,733.87 - 26.0%
- International Promotion - $1,401.05 - 0.2%
- Outdoor & Integrated Pkgs - $39,180.59 - 5.9%
- Research - $5,621.12 - 0.8%
- Social and Search Media - $92,249.64 - 13.9%
- Television - $23,298.79 - 3.5%

Marketing Update

- Stuart Butler, President, Visit Myrtle Beach
- Melissa Kavanagh, Director of Research & Technology
- Bob Harris, Executive Vice President of Group Sales



Hook & Barrel: No. 1 Casual Dining In America

2026 Tripadvisor Travelers' Choice Awards

Source: Tripadvisor

Travelers' Choice™
2026
Best of the Best

#1
In America

#7
In The World



Culinary Momentum Behind the Award

- **Heidi Vukov** is the area's first James Beard Award semifinalist
- **O.A.K. Prime Kitchen and Bar** is the Grand Strand's first restaurant in the MICHELIN Guide American South (Recommended)
- **2026 statewide honors:** Chef Joseph Bonaparte, Hospitality Educator of the Year; Chef Jordan Heyd, SC Chef Ambassador

The Grand Strand Chef's Table- October 16, 2026

More Info: thelocalpalate.com/events

Q2 Occupancy

- In Q2 2026, Myrtle Beach beat its weekly occupancy forecast in all 13 weeks.
- Occupancy is 2.1% below Q2 2025 for the quarter.

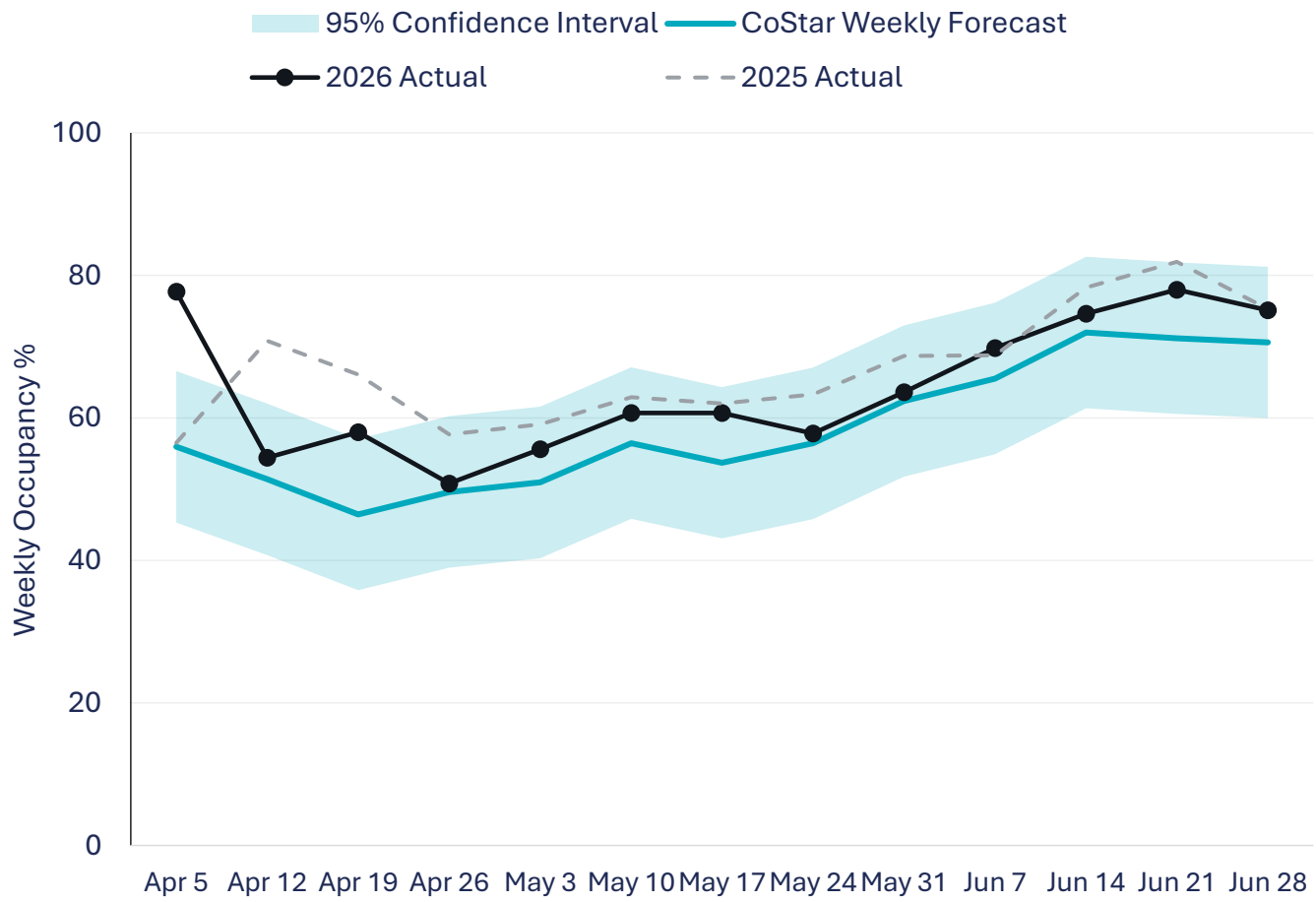
-2.1%

vs. 2025

+6.8%

above forecast

Q2 2026 CoStar occupancy is +6.8% above forecast and 2.1% below 2025



Source: Luckie/CoStar

TDF Comparison

- TDF collections during Q2 2026 were 2.2% higher than Q2 2025, at $11.9M.

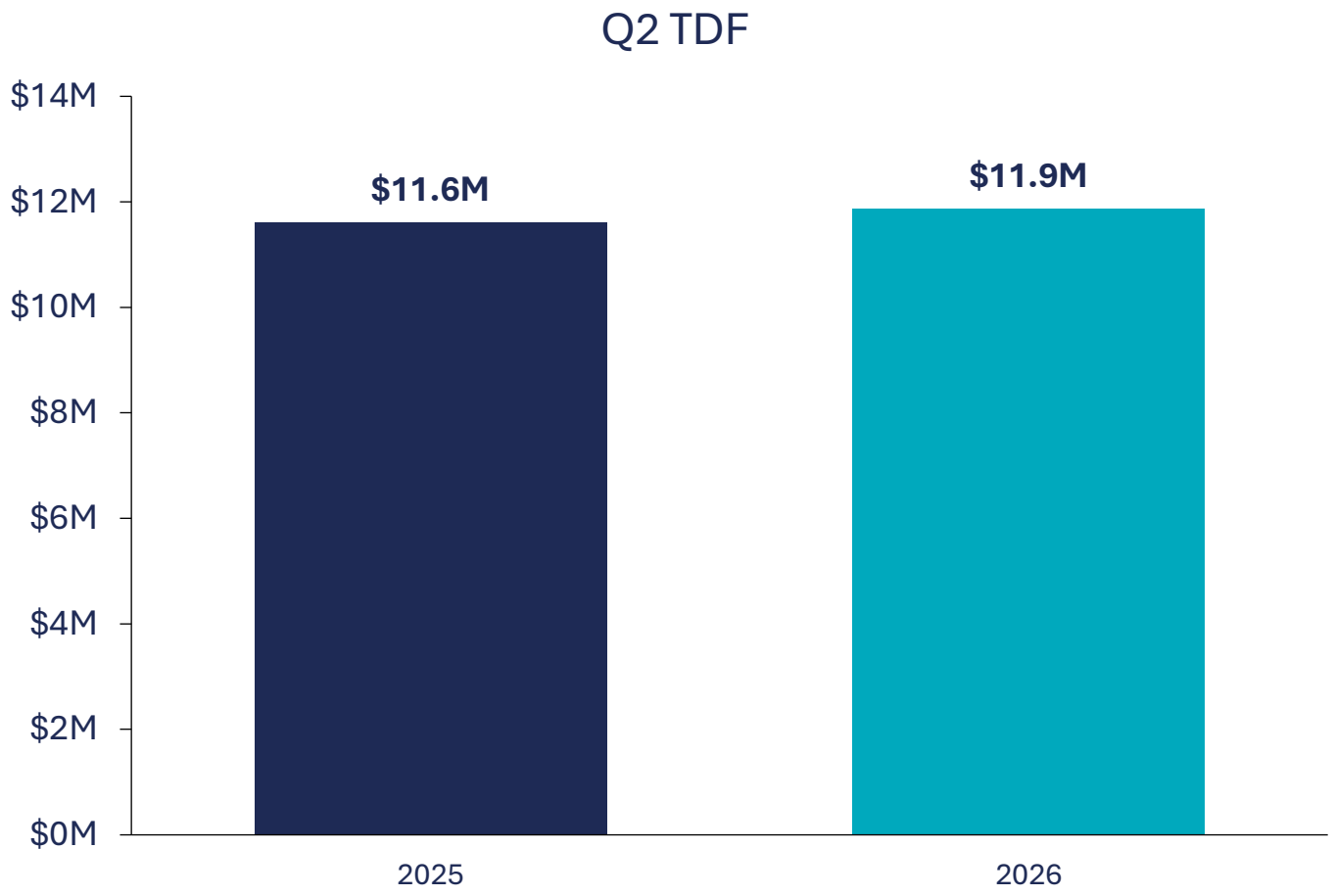
+2.2%

vs. 2025

+2.1%

above forecast

Q2 2026 Tourism Development Fee revenue is 2.2% above 2025.



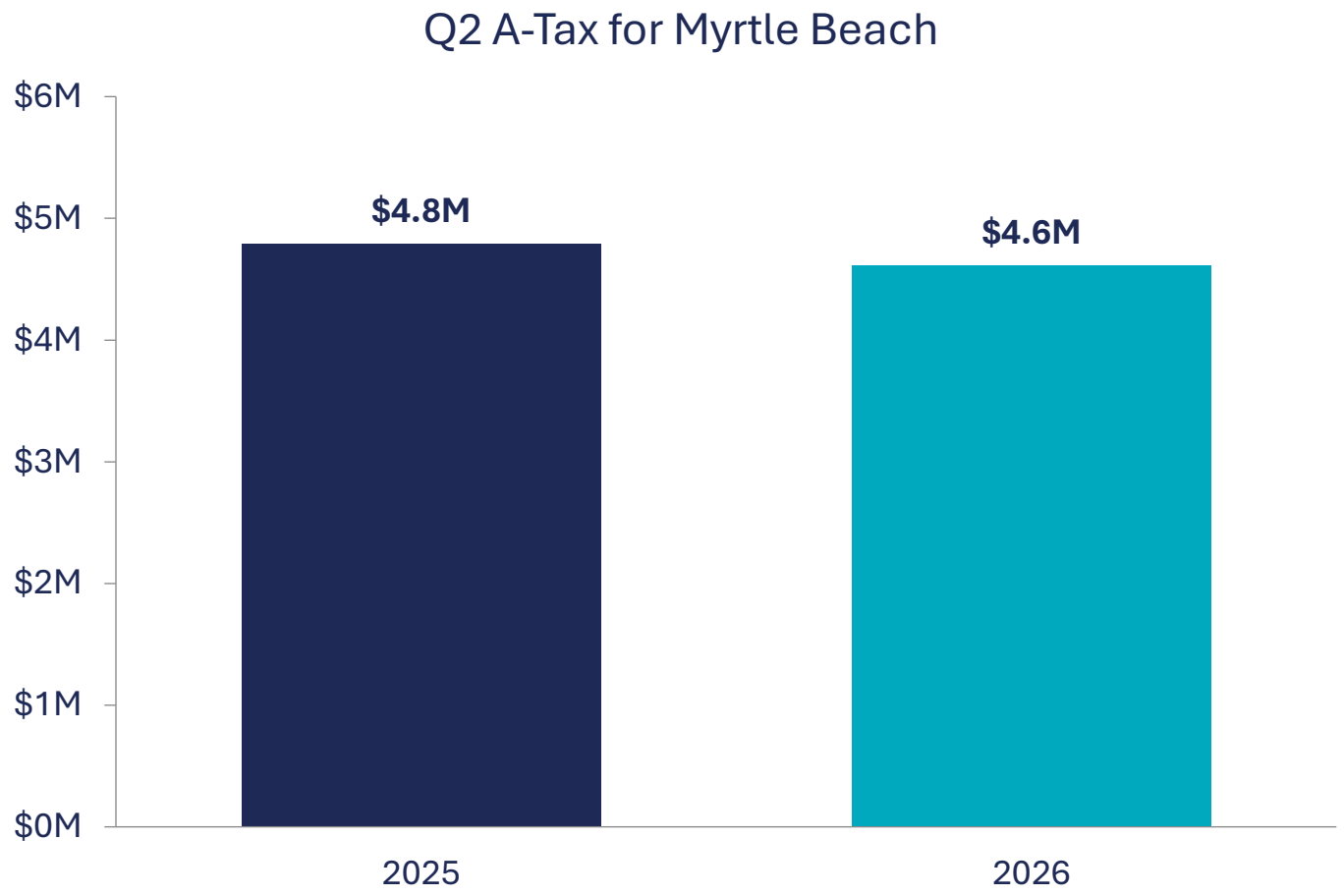
A-Tax Comparison

- In Q2 2026, Myrtle Beach Accommodations Tax revenue ($4.61M) was 3.7% lower than Q2 2025 ($4.79M).

-3.7%

vs. 2025

Q2 2026 Myrtle Beach Accommodation Tax is 3.7% below 2025.



Competitive Set

- Comp-set occupancy fell YoY in two of three markets in June 2026; Virginia Beach was the lone gainer.

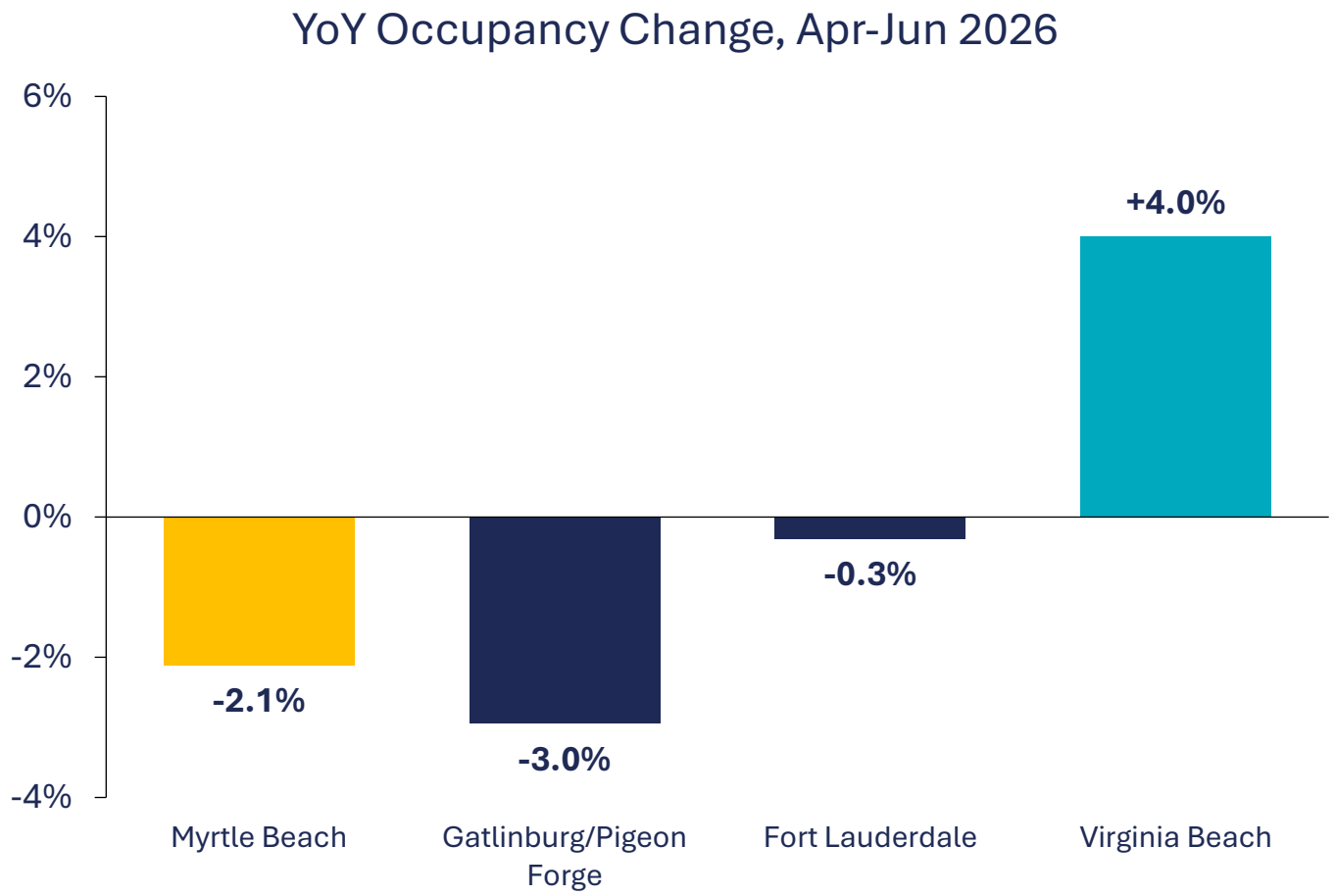
+4.0%

Virginia Beach

-3.0%

Gatlinburg, TN

Virginia Beach is the only comp-set market gaining occupancy in June up 4.0% YoY, while two peers declined.



Source: CoStar, 3-mo trailing occupancy, YoY change, period ending June 2026

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Product Pipeline Update

Bob Harris, Executive Vice President of Group Sales



Eight accommodations projects are moving inside the city

City of Myrtle Beach lodging pipeline, October 2026

Property	What's changing	Status / timing
Fairfield by Marriott Oceanfront	Former Sun & Sand, gut renovation under single ownership – 199 rooms	Reopens November 2026
The Caretta	Boutique conversion of the Beverly Beach, Lark Hospitality – 26 rooms	Opening late November 2026
Captain's Quarters	17,000 sq ft entertainment deck, The District, new meeting room	Renovation underway, lobby open
Ocean's 23 by Hilton	New Hilton vacation resort w/227 units – 376 bedrooms	Under construction – Q2 2028 Opening
Hampton Inn & Suites / Home2 Suites	Dual-brand new build at 21st Avenue - 230 rooms	Planning phase
Drury Plaza Resort	New resort on the Sea Dip site – 400 rooms	Demolition underway
Extended Stay America	New property on 501 inside 17 Bypass - 85 rooms	Opening early 2027
Margaritaville Resort	17-story oceanfront resort with at 17th & Ocean – 267 rooms	Planning stages

Two oceanfront hotels reopen this fall

Fairfield by Marriott in November, The Caretta at Thanksgiving



Fairfield by Marriott Oceanfront

Former Sun & Sand, reopening November 2026



The Caretta

26-room boutique hotel, show rooms at Thanksgiving

- **Fairfield by Marriott Oceanfront** — gut renovation 199 rooms now under one ownership, back online in November
- **The Caretta** — 26 rooms across six stories, managed by Lark Hospitality of New England who specialize in boutique hotels

Captain’s Quarters adds The District

17,000 sq ft entertainment deck and a new meeting room; lobby already open



Entertainment deck

17,000 sq ft of new deck plus a bookable meeting room



The District

8-lane Strike Zone mini bowling, cashless arcade, new restaurant

- **Renovation status** — the lobby has reopened and work continues through the rest of the property
- **What it adds** — New "The District" including Starbucks Grab n’ Go, a new restaurant, entertainment area and a bookable meeting room

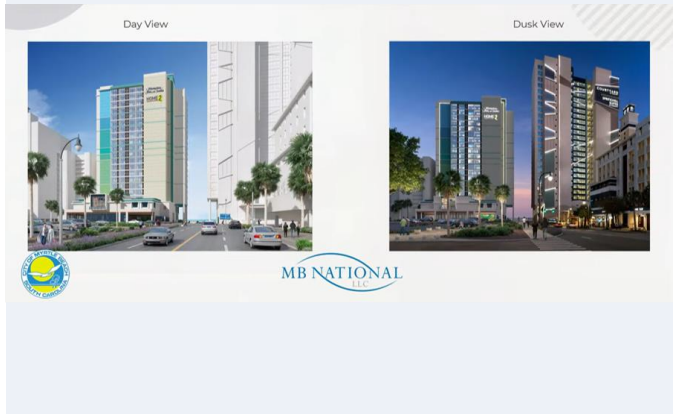
Planning is under way on three more city hotels

Margaritaville, Hampton Inn/Home2 Suites and the Drury Plaza



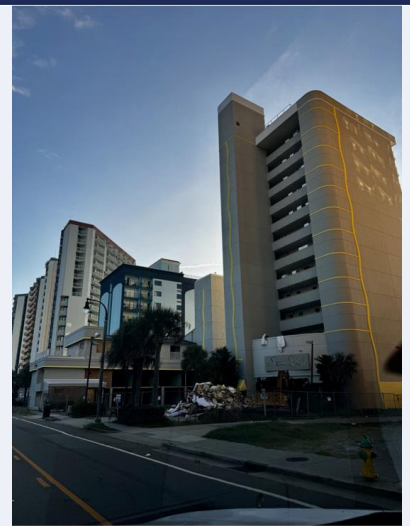
Margaritaville Resort

Project by Innisfree Hotels



Hampton Inn & Suites / Home2

Dual-brand new build at 21st Avenue



Drury Plaza Resort

Demolition clearing the Sea Dip site

- Margaritaville Resort plans for 267 rooms
- Hampton Inn & Suites and Home 2 Suites by Hilton projected to have 230 rooms.
- Drury Plaza is projected to add 400 rooms to Myrtle Beach.
- New 4-star hotel planned as part of the Wave Garden Myrtle Beach with at least 150 rooms

New dining and entertainment across the city

Non-lodging product, from Ole Smokey & Yee-Haw Brewing to The Big Fish

- **The Big Fish** — Broadway at the Beach, full opening September 10, with a 5,000 sq ft entertainment deck and oyster bar
- **Ole Smokey & Yee-Haw –** are seeing strong crowds at Broadway at the Beach
- **New Morning Breakfast** — Homegrown Hospitality takes the former T-Bonz at Highway 17 Bypass and 21st Avenue North
- **Landry's Seafood** — same owners rebrand to Bubba Gump's in 2027 after 31 years on the site
- **357 Brewers** — Groundbreaking in September with a 2027 opening
- **Ripley's Aquarium** — seven African penguin chicks added to Penguin Playhouse
- **Raising Cane's** will be built on the former Burro Loco site on Jason Blvd.
- **Beyond the city** — Downtown Flavortown



The Big Fish



Ole Smoky & YEE-HAW Brewing Co.



Thank you!

Any Questions?

GreaterMyrtleBeachCollaborative.com