Destination Promotion

Myrtle Beach

Myrtle Beach City Council Update & Accountability Reports Presented April 2026

PROMOTE PROTECT & IMPROVE

MATT PIVARNIK

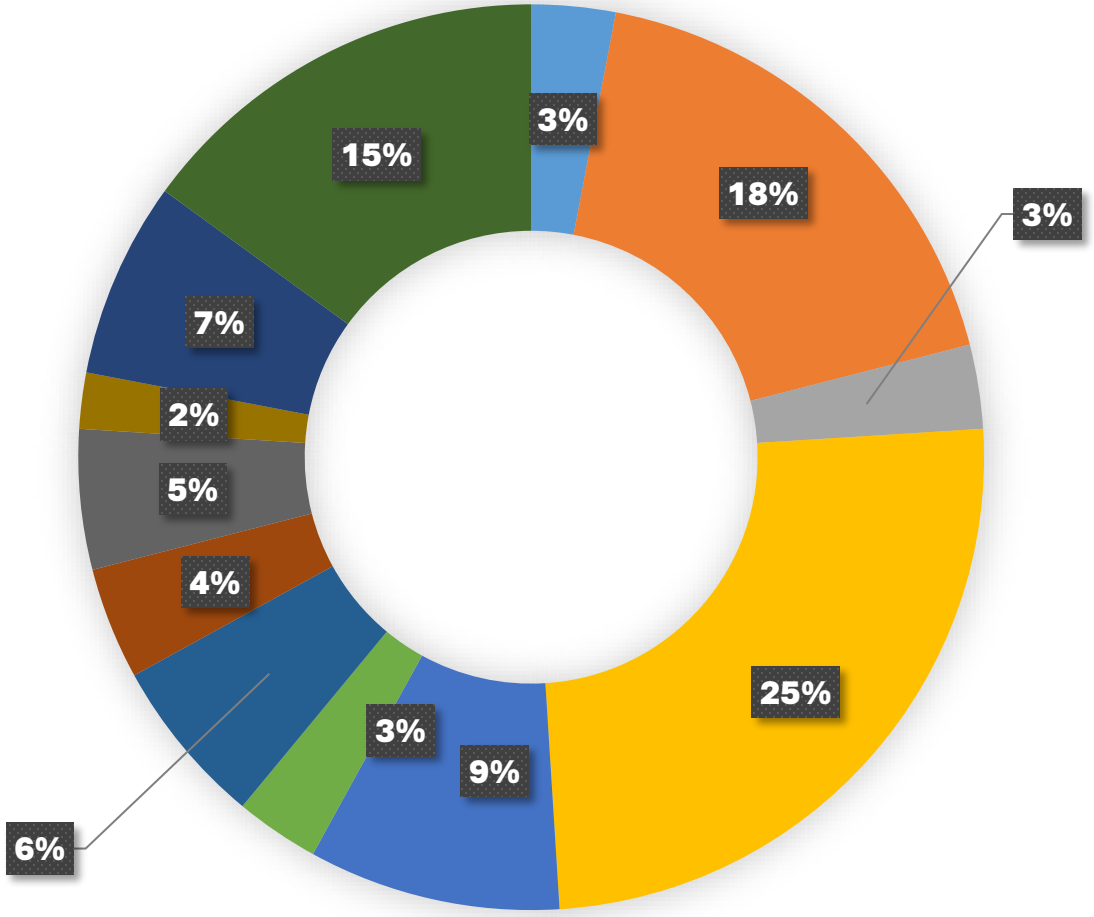
Chief Executive Officer

ACCOUNTABILITY REPORTING

Randy McKeel, Chief Financial Officer

Oct-Dec 2025 Myrtle Beach TDF Allocations

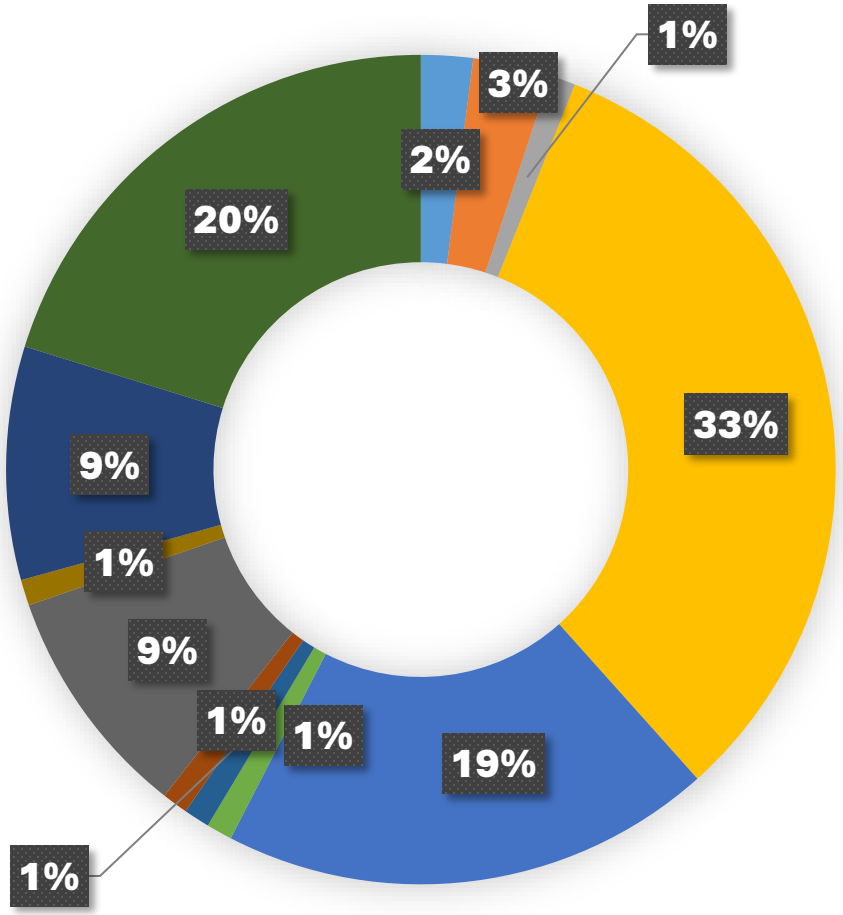
TDF Marketing Activities promote visitation to Myrtle Beach through a wide range of promotions, including leisure advertising campaigns, groups marketing, general consumer promotions and publicity, golf and international marketing. All campaigns are supported with research and tracking to maximize return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



- **Air Service - $277,062.96 - 3%**
- **Creative/Content Development - $1,915,852.54 - 18%**
- **Destination Publicity - $268,311.30- 3%**
- **Digital - $2,616,378.72- 25%**
- **General Consumer Promotions - $944,720.49- 9%**
- **Golf - $330,489.21 - 3%**
- **Group Sales - $654,091.39 - 6%**
- **International Promotion - $372,103.91 - 4%**
- **Outdoor & Integrated Pkgs - $563,584.31- 5%**
- **Research - $258,764.59 - 2%**
- **Social and Search Media - $786,010.44- 7%**
- **Television - $1,607,413.73- 15%**

Oct –Dec. 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 - $13,668.18 - 2%
- Creative/Content Development - $21,946.48 - 3%
- Destination Publicity - $9,252.12 - 1%
- Digital - $200,398.67 - 32%
- General Consumer Promotions - $121,760.58 - 19%
- Golf - $3,359- 1%
- Group Sales - $9,174.47- 1%
- International Promotion - $3,972.13 - 1%
- Outdoor & Integrated Pkgs - $55,151.88- 9%
- Research - $5,625.33 - 1%
- Social and Search Media - $58,824.90 - 9%
- Television - $127,466.06- 20%

VISIT MYRTLE BEACH

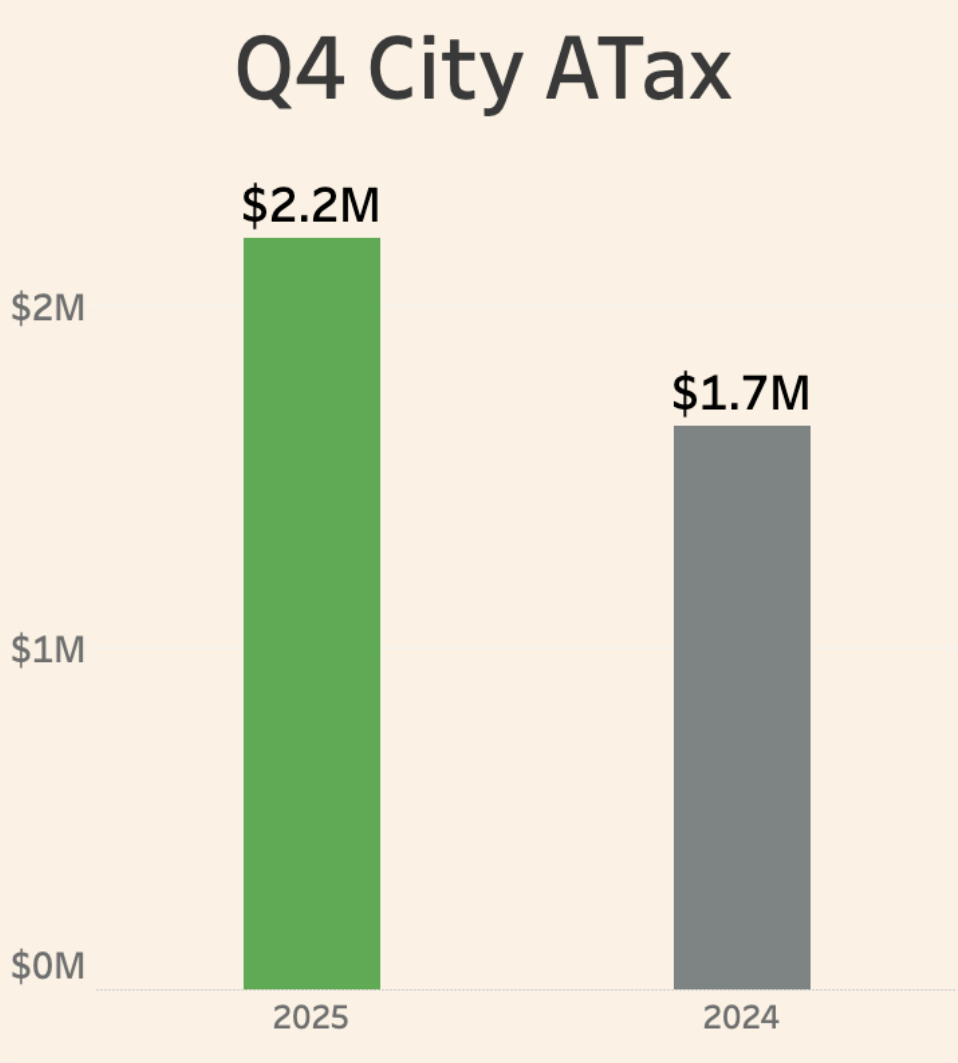
Stuart Butler, President

Q4 2025 CITY ACCOMMODATION TAX IS 33.3% ABOVE 2024

In Q4 2025, City of Myrtle Beach Accommodations Tax revenue ($2.2M) was 33.3% higher than Q4 2024 Accommodations Tax revenue ($1.7M).

+33.3%

vs. 2024

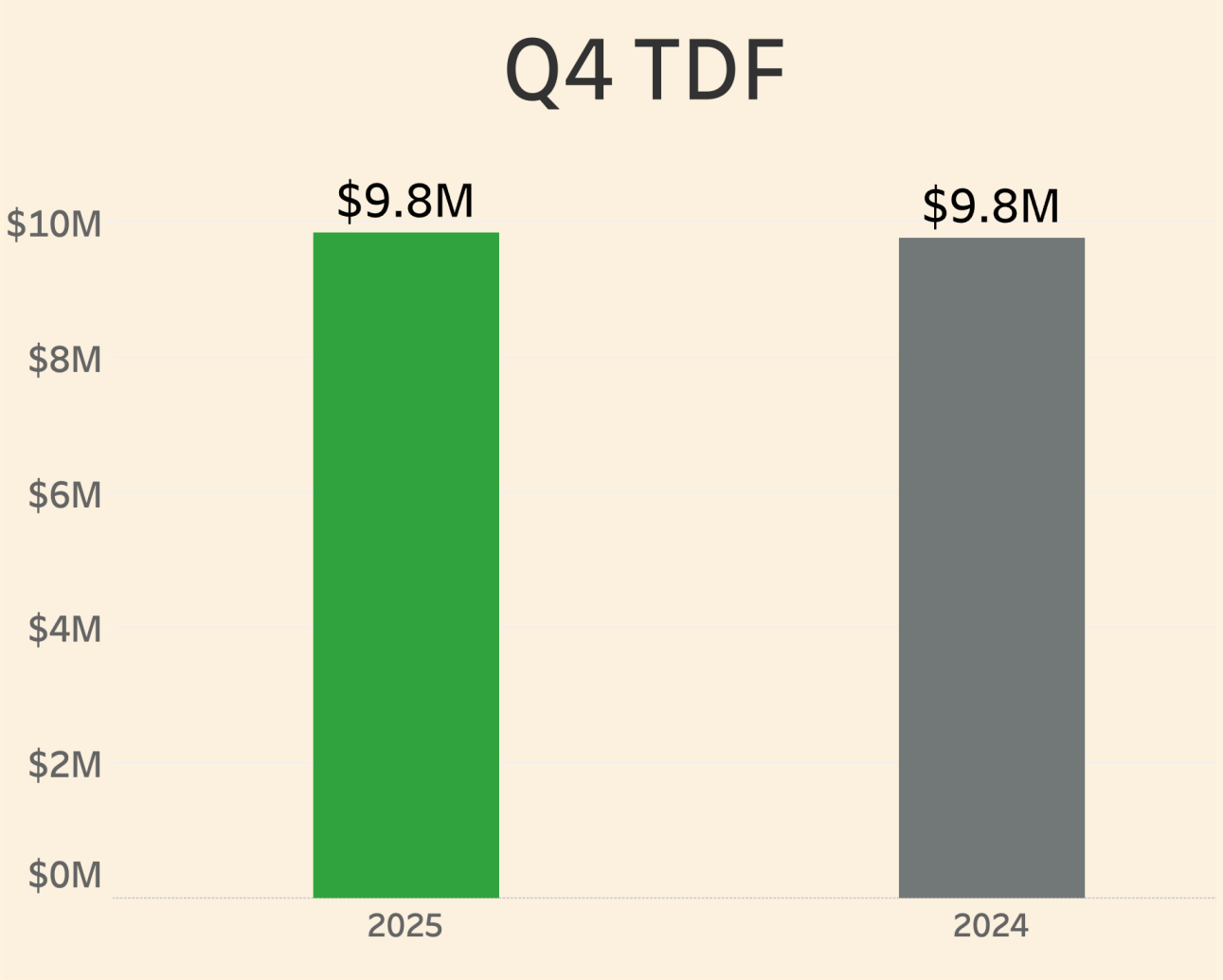


Q4 2025 TOURISM DEVELOPMENT FEE REVENUE IS 0.8% ABOVE 2024

TDF collections during Q4 2025 were almost exactly on par with this period during 2024, both of which saw Q4 TDF revenue of $9.8M. 2025 collections were ever so slightly higher, a YoY increase of 0.8%.

+0.8%

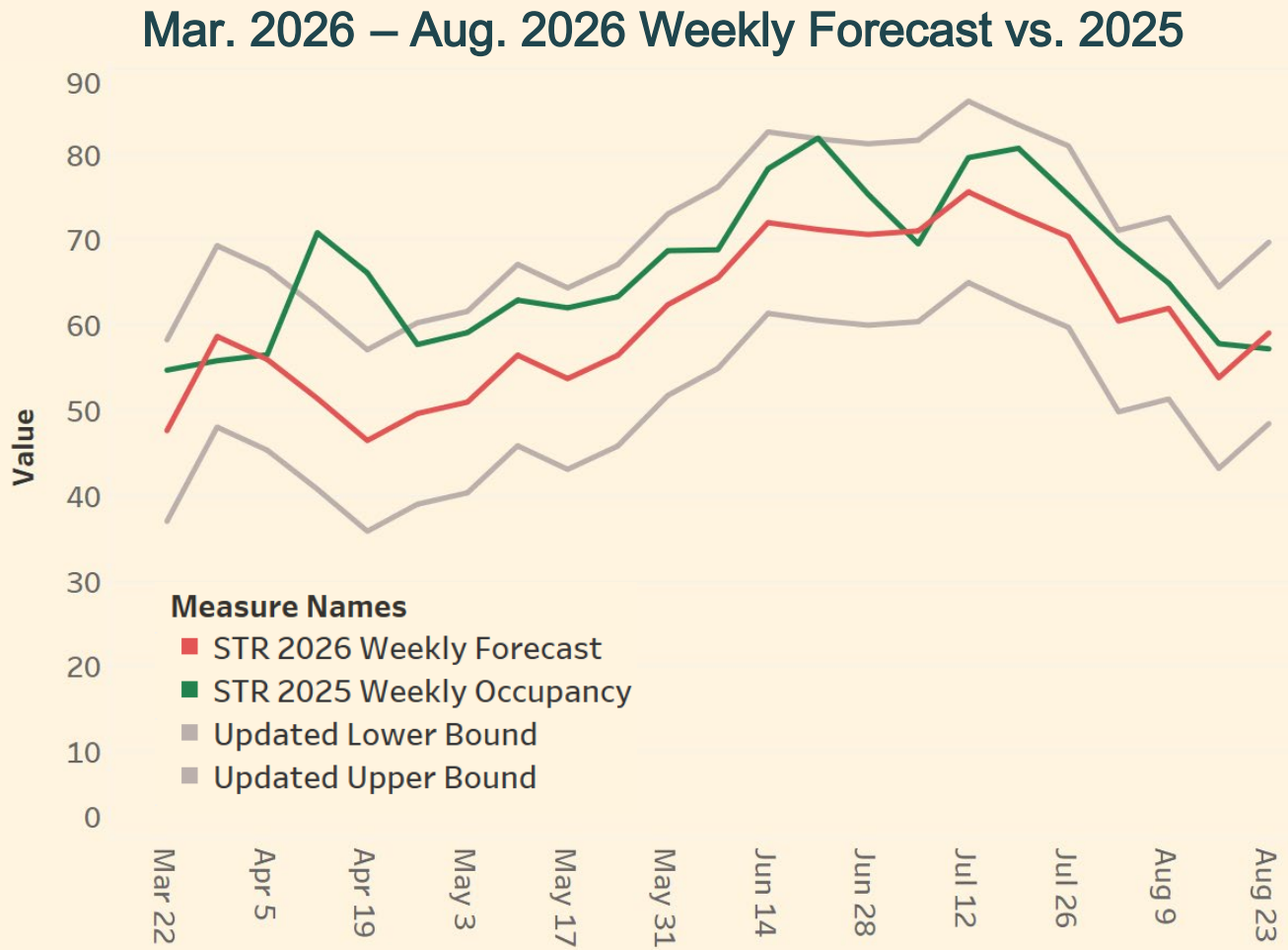
vs. 2024



VISIT Myrtle Beach SOUTH CAROLINA

THE STR OCCUPANCY FORECAST FOR MAR. – AUG. 2026 IF THE IRAN WAR GOES THROUGH SUMMER

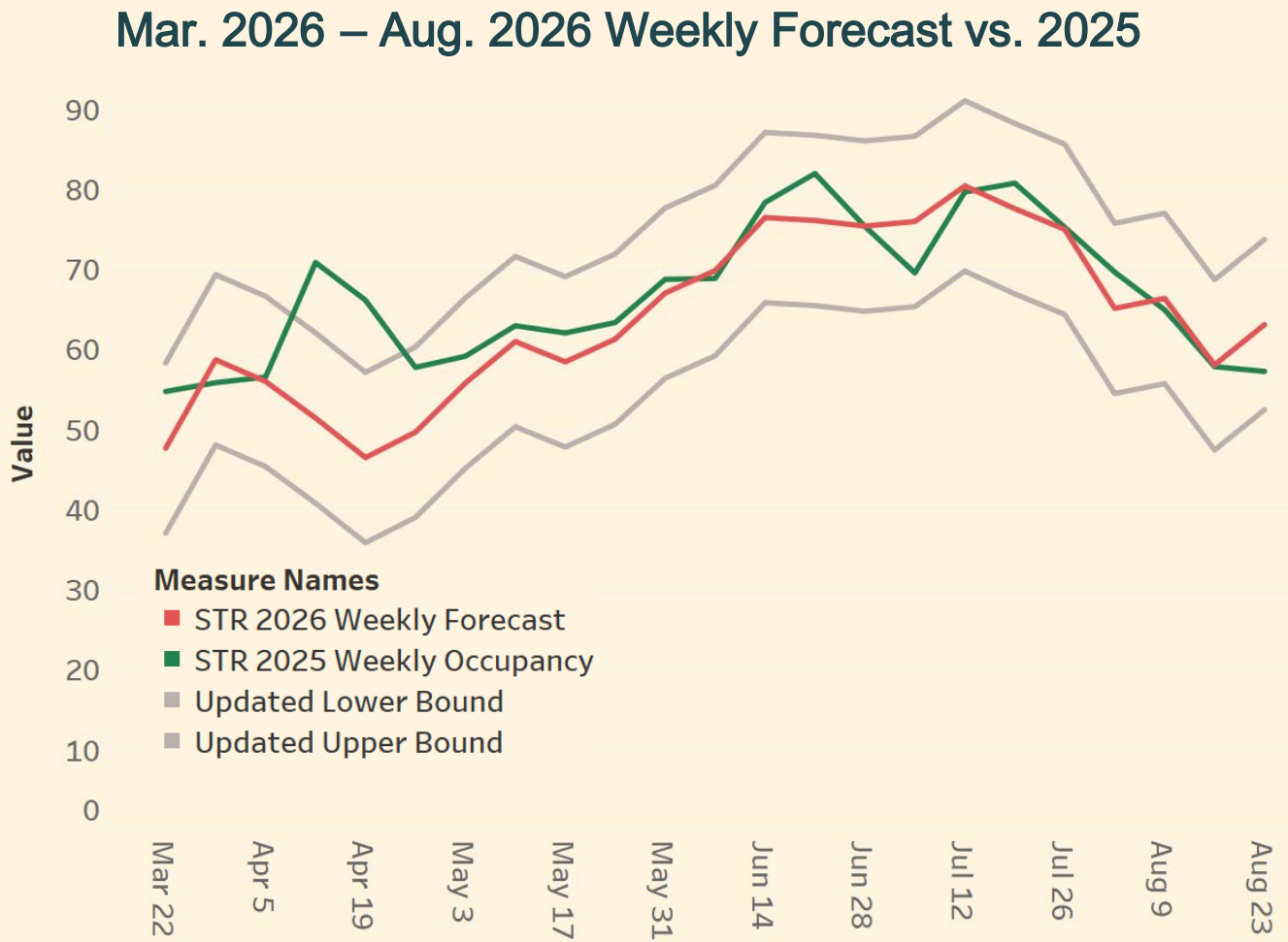
- We built a 23-week forecast going from the week beginning on 3/22/26 through the week beginning 8/23/26.
- The plot on the right contains the forecast within its 95% confidence intervals and the values for these weeks the previous year.
- The forecast suggests that if the Iran War continues through August of 2026 Summer will be a difficult period for The Grand Strand in terms of occupancy compared to 2025.
- The projected significant decreases in occupancy are due to projected significant increases to gas prices and inflation driven by the rise in oil prices from the Iran War.
- Due to the war, gas prices have already risen past the point where they are expected to have a negative impact on occupancy, and they are projected to be higher than $4.20 by mid-summer.



VISIT Myrtle Beach SOUTH CAROLINA

THE STR OCCUPANCY FORECAST FOR MAR. – AUG. 2026 IF THE IRAN WAR ENDS BY THE BEGINNING OF MAY

- We built an alternative 23-week forecast going from the week beginning on 3/22/26 through the week beginning 8/23/26 where instead of continuing through August, the Iran War ends by the end of April.
- The only difference with this forecast is that at the end of April gas prices return to summer 2025 levels. If gas prices return to 2025 levels, occupancy is then expected to be on par with last summer.
- Even with projected increases in inflation and marginal projected increases in the unemployment rate, projected decreases in YoY occupancy are nearly eliminated if gas prices return to 2025 levels.



MYRTLE BEACH EVENTS

WORLD'S STRONGEST MAN

ECONOMIC IMPACT

Returning April 23-26th, 2026. This event has brought in first-time visitors from all over the world.



38,000
Attendees over 5-days

11,000
Total room nights attributed to WSM

$8 million
Estimated economic impact to the Grand Strand

Results from 2023 Event

WORLD'S STRONGEST MAN

MEDIA EXPOSURE

In addition to the economic impact, the show broadcasts beautiful shots of Myrtle Beach to more than **70** countries.



950K

Americans tune in via CBS

470 M

Homes reached worldwide with the television broadcast

Results from 2023 Event

ONEflight Myrtle Beach Classic

ECONOMIC IMPACT

Returning May 7th-10th , this week-long award-winning event is making PGA TOUR history in “The Golf Capital of the World.”



$15.8 million
Estimated economic impact to the Grand Strand

9,600+
Total room nights booked across the Grand Strand

285,600+
Rounds of Golf were played in the month of May 2025

Results from 2025 Event

ONEflight Myrtle Beach Classic

MEDIA EXPOSURE

In addition to the economic impact, the tournament aired for 8+ hours of coverage on the GOLF Channel.



3.53 M

Total Viewership on GOLF Channel and licensed media partners

31 M

Social Media Impression from the tournament and the PGA TOUR social

Results from 2025 Event

Carolina Country Music Fest

ECONOMIC IMPACT

CCMF moves the needle. Since launching in 2015, the event has driven measurable, sustained growth in Myrtle Beach's metrics every June.

+3.9%

Average Annual Growth in June ADR Since CCMF Launched in 2015

72%

Of attendees travel from outside the local area

+3.4%

June A-Tax Collection average increase YOY between 2012-2024

+4.1%

June TDF Collection average increase YOY between 2012-2024

All historical tax collection data has been adjusted for inflation using 2024 dollars.

Source: MBACC/Luckie Impact Analysis; Zartico

2026 Spring & Summer Sporting Events

- National Travel Basketball Association (NTBA) Boys & Girls National Championships
- ONEflight Myrtle Beach Classic
- World's Strongest Man
- Triple Crown Sports Baseball & Softball Nationals
- Athletx Youth Baseball/Softball Nationals
- Athletx Youth Baseball/Softball World Series
- Travel Ball Select Baseball National Championships
- Ripken Experience Baseball Summer Week-long Events
- Conference Carolinas Outdoor Track & Field Championships
- Big Shots Basketball Myrtle Beach Jam
- Showstopper Dance
- Big Shots Basketball Live 1 & 2
- Hype Nation Volleyball: High Tide Invitational
- Firecracker Sports 1st Annual MB Memorial Day Bash (Baseball)
- 1 Movement Hoops The Championships in Myrtle Beach
- Big Time Hoops Circuit of Champions
- USA Table Tennis US Open Teams Championships
- Perfect Game Baseball Events
- Next Level Greats 7v7 and Flag Football
- Varsity Spirit Cheer Events & College Camps





Myrtle Beach Events March-August

- Myrtle Beach Marathon
- CAN AM Days
- Run to the Sun Car Show
- Nights at Nance Spring Concert Series
- F1rst Friday ArtWalk Series
- Spring Entertainment Series at Plyler Park
- Myrtle Beach Food Truck & Music Festival
- Singing in the Sun
- World's Strongest Man
- 71st Annual Sun Fun Festival Weekend
- ONEflight Myrtle Beach Classic
- Myrtle Beach Pelicans Home Games
- Art in the Park Market Common
- 18th Annual Dragon Boat Festival
- 21st Annual Myrtle Beach International Film Festival
- Coastal-Carolina Con
- Conscious Soul Festival
- Annual Military Appreciationn Days
- America 250: Red White and Remember Parade
- Jack Platt Veterans' March
- Memorial Day Remembrance Ceremony
- Muzika! Music Festival
- Carolina Country Music Fest
- Fashion Week – Market Common
- Hot Summer Nights
- July 4th Celebrations
- Fireworks Extravaganza – Broadway At The Beach
- Myrtle Beach Fireworks Series
- Craftsmen Classic
- Ultimate National Reptile Show
- 42nd World Am Golf Tournament

Myrtle Beach Serves as Host

- **South Carolina Governor's Conference on Tourism & Travel** - February 9th + 10th
- **Rendezvous South Conference** – March 2nd -5th
- **SCPRT Welcome Center Manager Familiarization Tour** – March 2nd -7th
- **BRAND USA International Familiarization Tour** – April 21st – 26th
- **Student Tour Operator Familiarization Tour** – April 21st -25th
- **Corporate & Sports Client Familiarization Tour** – May 7th- 10th
- **International Familiarization Tour with Discover SC** – May 7th -10th

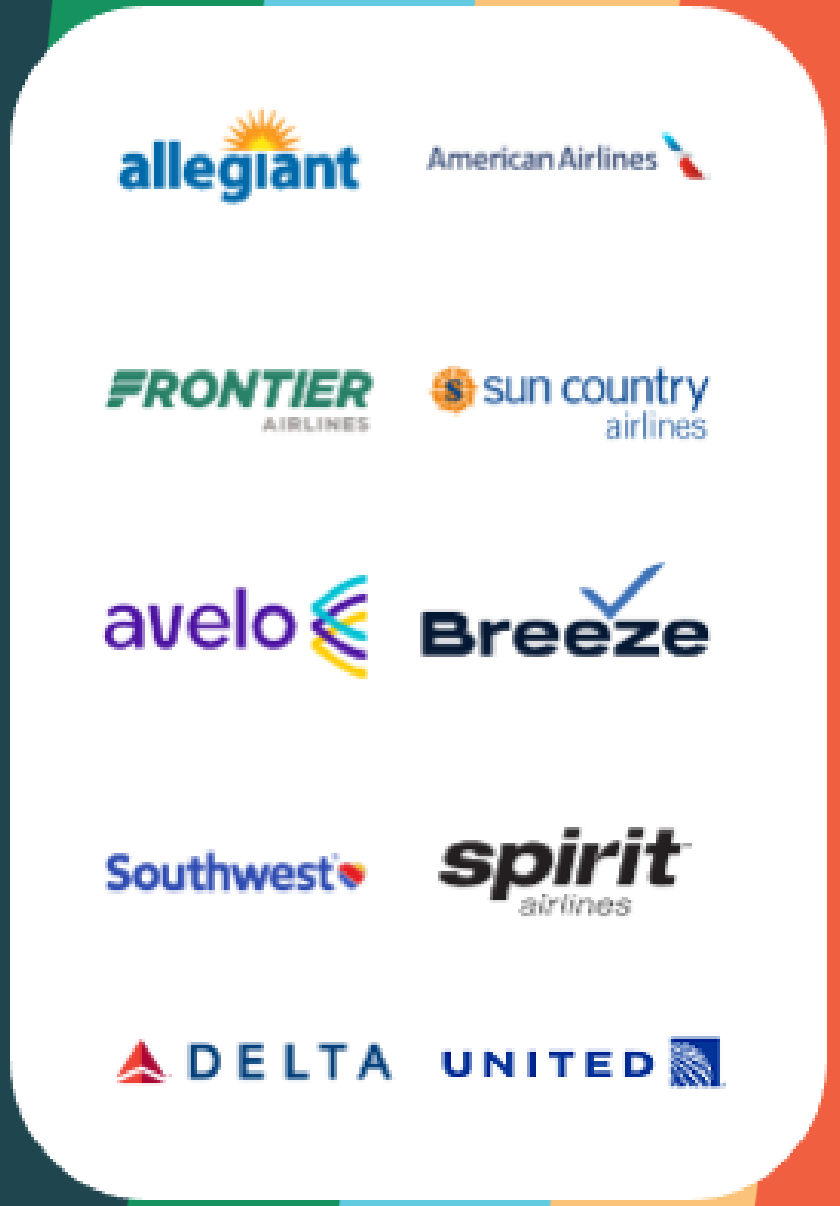
2026 Visit Myrtle Beach Tradeshows

- American Bus Association
- SCSAE Trade Show
- Toronto Golf and Travel Show
- RCMA Annual Tradeshow
- Association of Chief Executives for Sport
- Sports ETA Symposium
- VSAE Annual Tradeshow
- Expo Golf Show (Quebec)
- TAP Travel Alliance Partners
- Outdoor Adventure Show (Quebec)
- Esports Travel Summit
- Destinations Southeast
- ASAE
- SYTA
- Connect Marketplace- Associations
- Connect Sports Marketplace
- TEAMS Conference & Olympic SportsLink
- Brand USA Canada Connect EAST Show
- OMCA
- Meetings Today Live
- National Tour Association
- AENC Annual Tradeshow

AIR SERVICE

Driving Air Service Growth Through Strategic Partnerships

- Joint route development with MYR & airline partners
- Data-led targeting to expand into new markets
- Collaborative support to launch and sustain routes
- +10 Airlines serving +52 Nonstop Routes



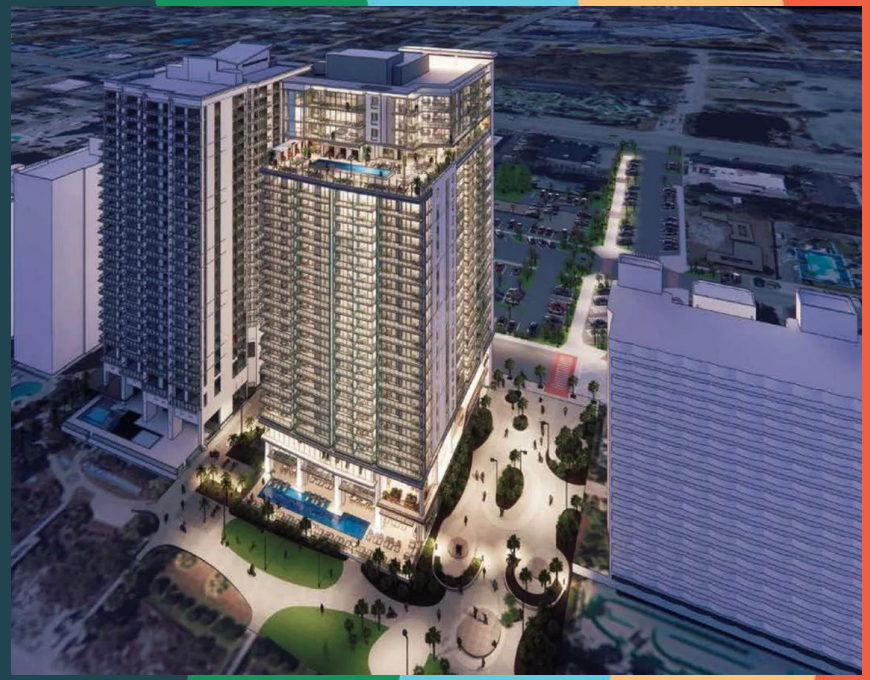
DEVELOPMENT PIPELINE

Bob Harris, EVP Group Sales

Lodging Updates

- The **Marina Inn at Grande Dunes** has completed work on the first two of their prototype room renovations. All traditional hotel rooms and suites will have renovations completed by May of 2026.
- Construction underway for the new **Oceans 23 by Hilton** vacation resort
- The **Sun and Sand Myrtle Beach Resort** closed in late August of 2025 to renovate and reopen in fall of 2026 as a **Fairfield by Marriott**
- **Captain's Quarters** 17,000 square foot entertainment deck is getting an overhaul. Level 6 will feature an arcade, restaurant and bar, and duckpin bowling.





Lodging Updates

- Gibson Hotels is working on plans for a second property in Myrtle Beach, a **Town Place Suites by Marriott**. The property will be located near the Homewood Suites on Harrelson Blvd and feature 4 stories and 104 rooms.
- New Horizon Hospitality purchased the **Fairfield Inn Broadway at the Beach.**
- **Ocean Escape Boardwalk Oceanfront** opened in February at 700 N. Ocean Blvd and features 40 unites ranging from 900 sq ft to 1,700 sq ft and accommodating 6 to 13 people. Sister properties include **Ocean Escape Condos** at 1501 S. Ocean Blvd and **Ocean Escape Condos North** at 800 Windy Hill Road. Properties are managed by Vacation Myrtle Beach.
- Plans are underway for demolition of the former **Sea Dip Inn** to make way for the new **Drury Inn and Suites** with construction dates TBD.





Rosalie Beach



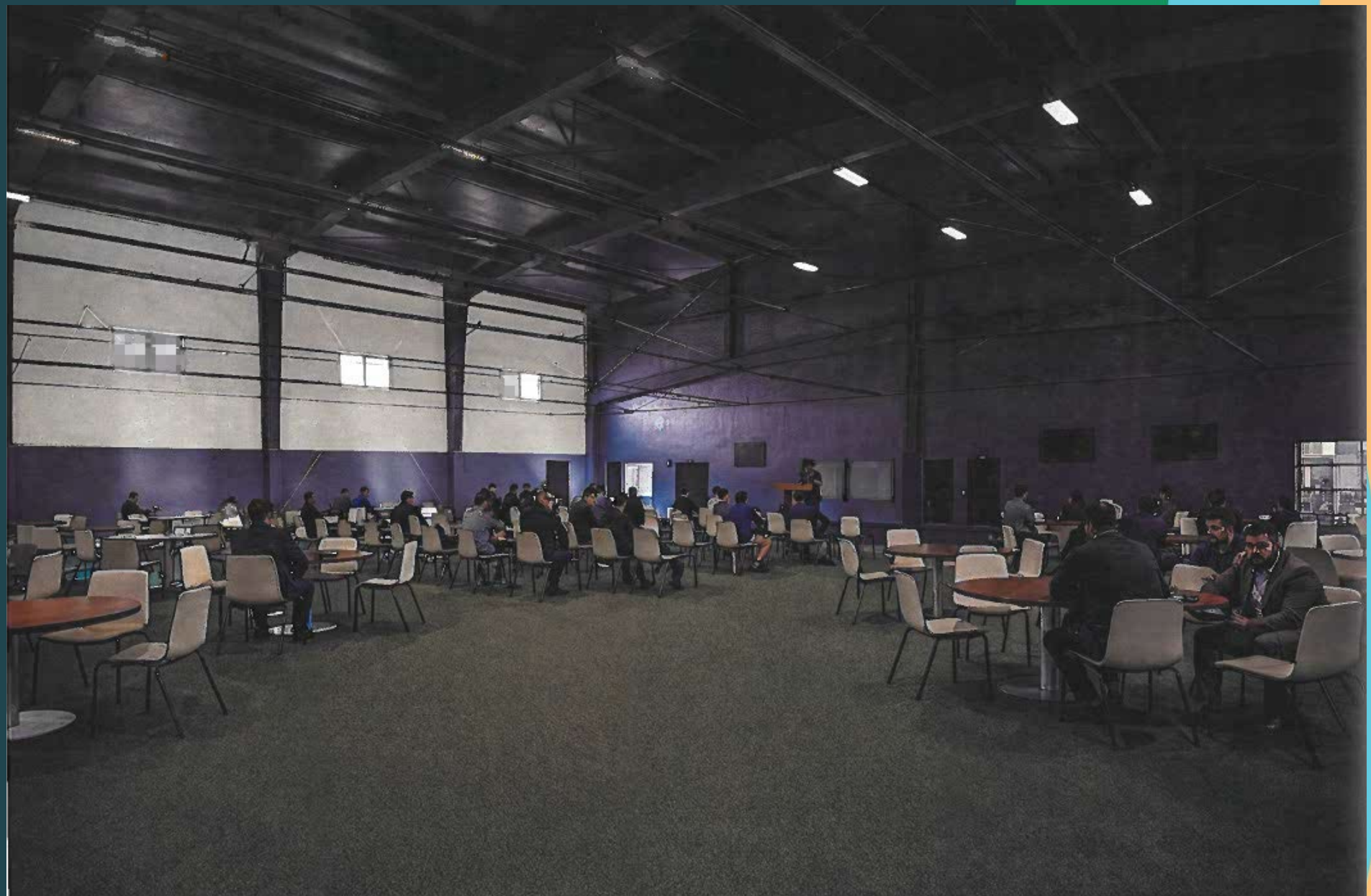




Pelicans Ballpark & Clubhouse Renovations



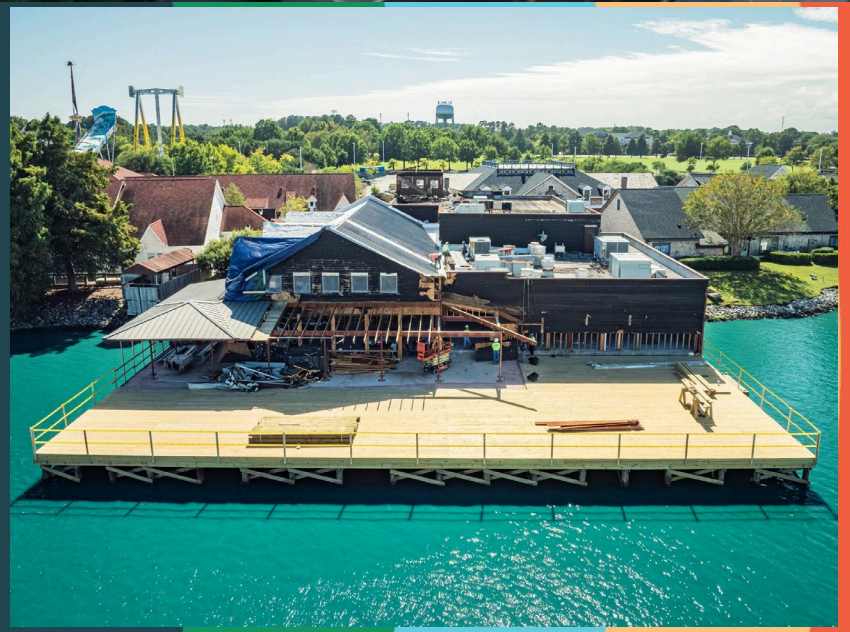
Pelicans Ballpark & Clubhouse Renovations



Dining News

- **Ole Smoky Distillery and Yee-Haw Brewing Co** have announced a ribbon cutting for May at new Broadway at the Beach location
- **Big Fish Restaurant** will open soon at Broadway at the Beach in the space formerly occupied by Liberty Taproom and Grill that closed in 2020.





Dining News

- **Raising Cane's** has announced it's first Myrtle Beach location at 960 Jason Blvd (former site of Burro Loco) with opening in late 2026
- **Tbonz Gill & Grill** on Seaboard Street closed in December and is working to re-open as a breakfast focused restaurant with expanded brunch offerings and an in-house bakery.
- **Downtown Flavortown** is scheduled to open in 2026 with actual opening date not announced





Family Kingdom Amusement Park

- Adding a new single-rail roller coaster this summer, the first of its type in the southeast USA
- Ride will stretch almost 2,000 feet and reach speeds of over 50 mph and include 3 inversions
- The Lunatic ride is returning for 2026 and is one of only two in the world of its kind and the only one in the USA
- Joins the Swamp Fox wooden coaster celebrating 60 years in 2026
- The carousel at Family Kingdom will turn 100 years old in 2030



QUESTIONS?