Myrtle Beach Area Chamber of Commerce

Visit Myrtle Beach South Carolina

PROMOTE PROTECT & IMPROVE

MARKETING

The Beach

Myrtle Beach City Council Update & Accountability Reports Presented July 2025

Matt Pivarnik

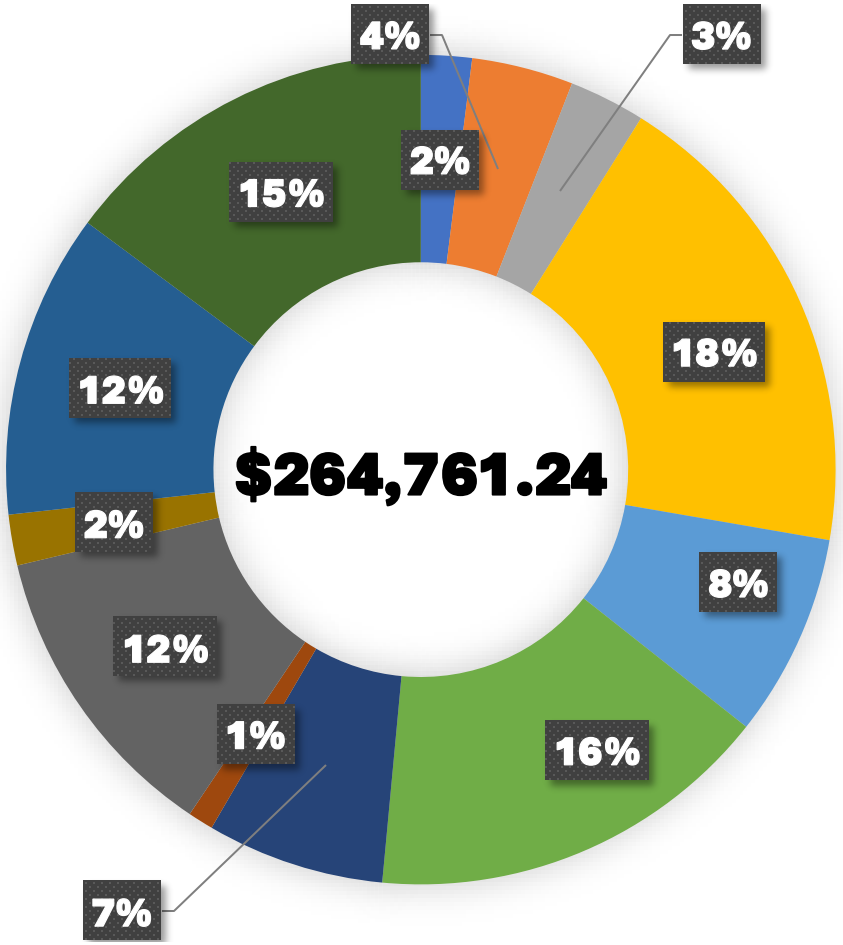
President & CEO

ACCOUNTABILITY REPORTING

Randy McKeel, Chief Financial Officer

Jan-March 2025 Myrtle Beach A-Tax Allocations

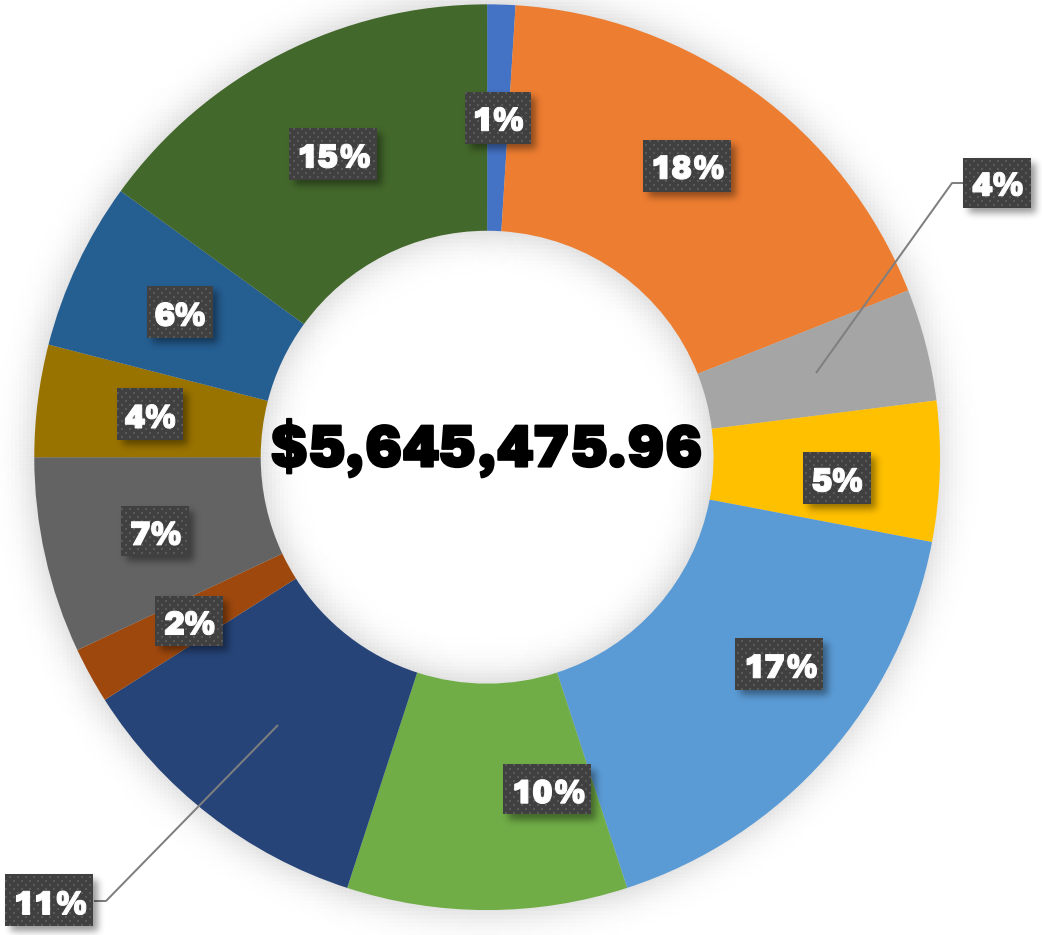
A-TAX Marketing activities promote visitation to Myrtle Beach through a wide range of promotions, including increased focus on general consumer promotions, digital promotions, groups marketing and event promotions targeting South Carolina visitors more than 50 miles away from the destination



- Air Service - $5,498.00 - 2%
- Creative/Content Development - $10,316.26 - 4%
- Destination Publicity - $7,697.88 - 3%
- Digital - $51,365.77 - 19%
- General Consumer Promotions - $20,036.31 - 8%
- Golf - $42,017.67 - 16%
- Group Sales - $18,748.01 - 7%
- International Promotion - $1,660.14 - 1%
- Outdoor & Integrated Pkgs - $32,105.71 - 12%
- Research - $5,086.72 - 2%
- Social and Search Media - $31,339.22 - 12%
- Television - $38,889.55 - 15%

Jan-March 2025 Myrtle Beach TDF Allocations

TDF Marketing Activities will 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 will be supported with research and tracking to maximize return on investments.



- Air Service - $72,330.74 - 1%
- Creative/Content Development - $957,991.40 - 18%
- Destination Publicity - $223,155.11- 4%
- Digital - $281,268.65- 5%
- General Consumer Promotions - $975,913.74 - 17%
- Golf - $578,786.57 - 10%
- Group Sales - $636,484.51 - 11%
- International Promotion - $134,990.95 - 2%
- Outdoor & Integrated Pkgs - $388,237.87 - 7%
- Research - $233,988.49 - 4%
- Social and Search Media - $339,473.25 - 6%
- Television - $822,854.68 - 15%

GROUP SALES

Bob Harris, Executive VP of Sales

Sandy Haines

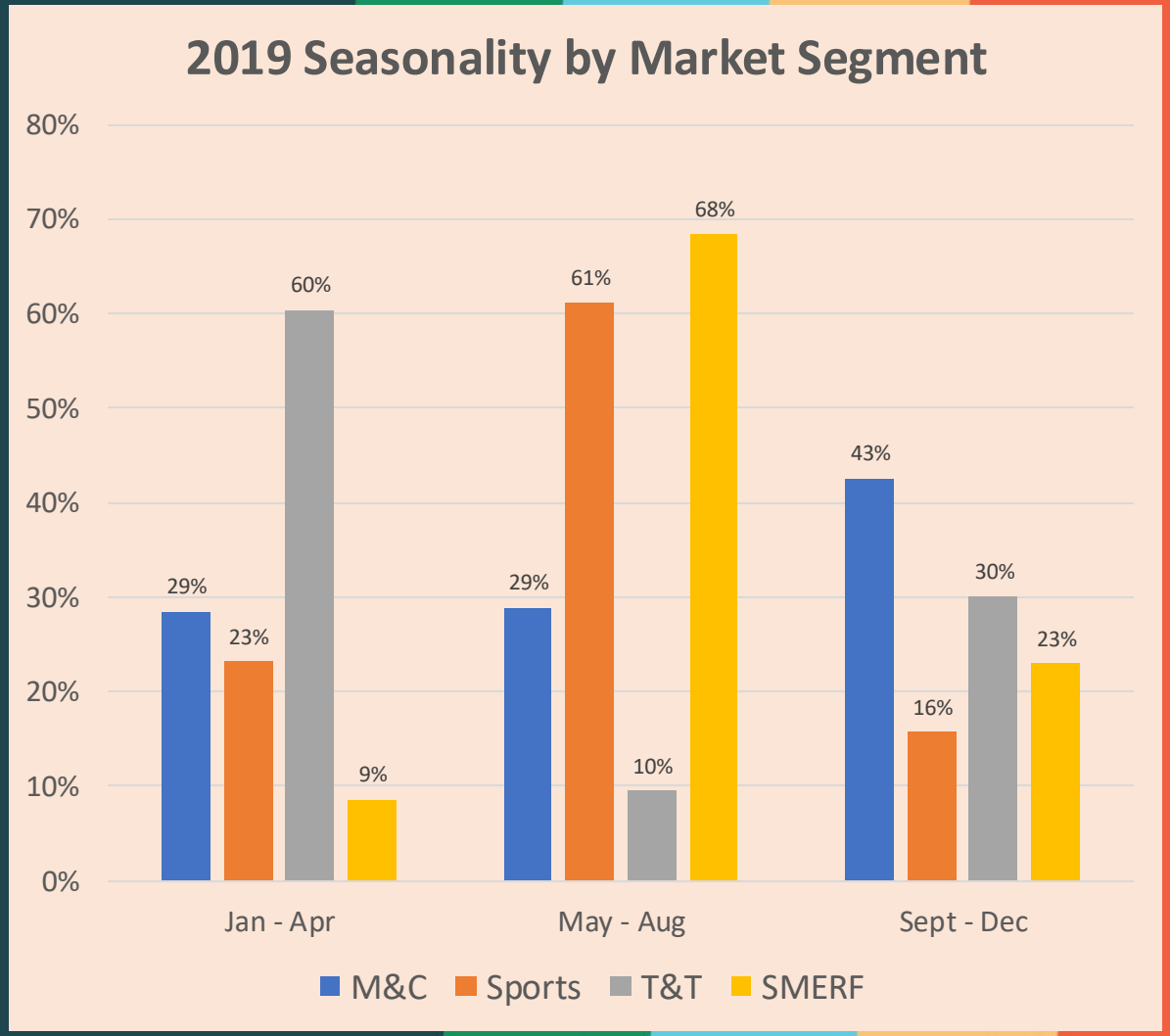


YTD Results (Thru June 25th)

- 363 Group Leads
- 198,430 Group Lead Room Nights
- 202,533 Definite Room Nights

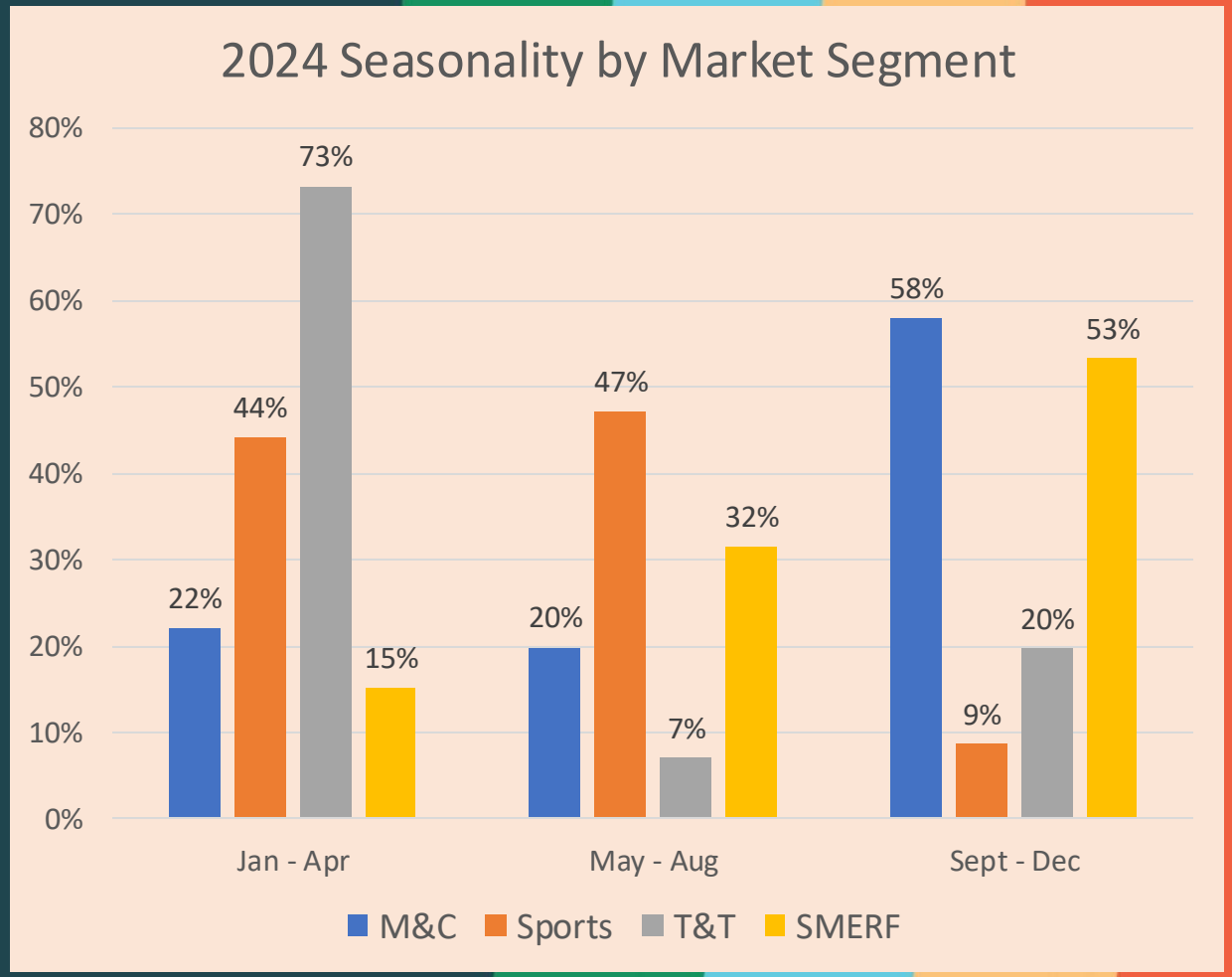
Changes in Group Arrival Patterns

- 289,745 total group nights
- 48% of the group business came during the peak summer months
- Seasonal totals:
  - 28% - 82,286 room nights in Spring
  - 48% - 140,350 room nights in Summer
  - 23% - 53,120 room nights in Fall



Changes in Group Arrival Patterns 2019 vs 2024

- 314,605 total group nights (+9%)
- 35% of the group business came during the peak summer months, down 21% from 2019
- Seasonal totals:
  - 40% - Spring room nights - +38,022 (+ 43%)
  - 35% - Summer room nights – down 29,206 (- 23%)
  - 25% Fall room nights – +11,902 (+17%)



2026 SC Governor's Conference

- Myrtle Beach was chosen as the host city for the 2026 SC Governor's Conference on Tourism to be held at the Sheraton and Convention Center February 8-11, 2026.
- We last hosted this group in 2020 and it is the largest gathering of the state's tourism industry each year.





Meetings & Conventions

- We will be hosting the **Rendezvous South** meetings tradeshow on March 2-5, 2026. The show is popular for its 1:1 ratio of destination teams and planner attendees.
- We've been chosen to host the **Meetings Today Live** tradeshow in November of 2028. We last hosted this meeting planner show in 2022.
- We will host the **Arrowhead Religious Planner** meeting & retreat August 19-22, 2025.

Rendezvous SOUTH
MYRTLE BEACH, SC | MARCH 2-5, 2026



Tourism Alliance Professionals

- Hosted TAP with 122 attendees for tradeshow followed by a three-day fam tour May 18-24.



TAP
TRAVEL ALLIANCE PARTNERS, LLC







Tourism Alliance Professionals

- At the end of the tradeshow, we also hosted a FAM tour for 25 of the attendees.

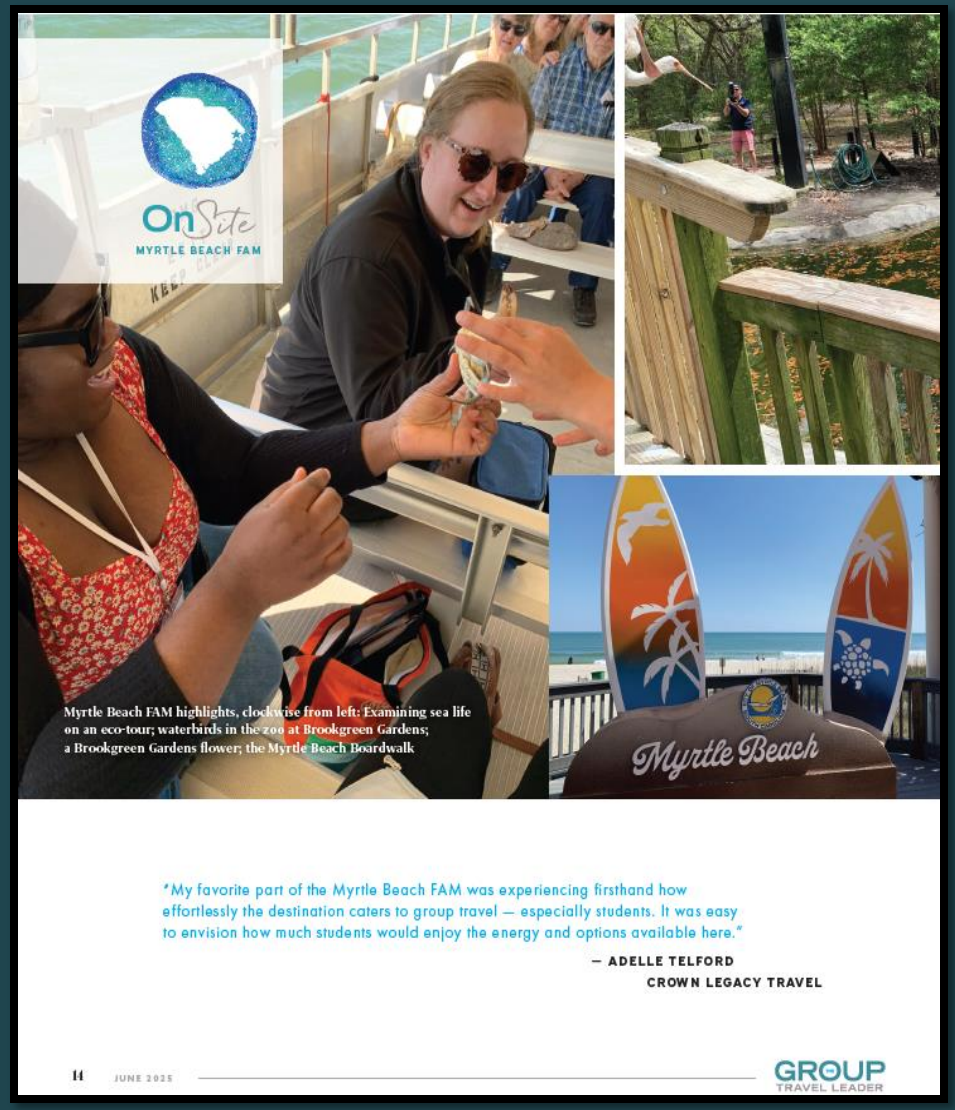








Group Travel Leader FAM Tour



Myrtle Beach FAM highlights, clockwise from left: Examining sea life on an eco-tour; waterbirds in the zoo at Brookgreen Gardens; a Brookgreen Gardens flower; the Myrtle Beach Boardwalk

"My favorite part of the Myrtle Beach FAM was experiencing firsthand how effortlessly the destination caters to group travel — especially students. It was easy to envision how much students would enjoy the energy and options available here."

— ADELLE TELFORD
CROWN LEGACY TRAVEL



Left: A sandcastle display on the boardwalk

The next day began with breakfast and a site inspection at the host hotel, Residence Inn Myrtle Beach Oceanfront. The group then returned to Broadway at the Beach to experience two of the complex's signature student attractions: Ripley's Aquarium, home to hundreds of aquatic creatures, and WonderWorks, an interactive science center. Next, they went to another popular student group hotel, Dayton House Resort, for a site inspection before heading to Myrtle Beach's iconic boardwalk area, where they had lunch at LandShark Bar & Grille, took a spin on the enormous Myrtle Beach SkyWheel and enjoyed some free time walking and shopping on the boardwalk. Afterward, they got a sneak preview of a coming high-tech student attraction, Interactive Experience Unleashed, followed by a sumptuous buffet dinner at The Original Benjamin's Calabash Seafood. The night ended with a show at The Carolina Opry Theater.

RIPLEY'S AQUARIUM

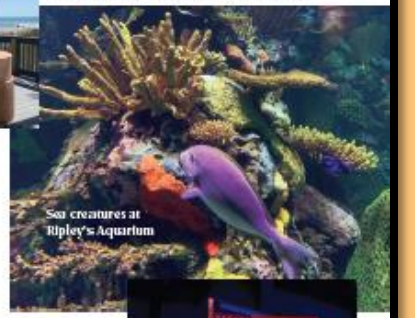
Tour operators got up-close views of ocean animals from around the world at Ripley's Aquarium, one of the anchor attractions of Broadway at the Beach. Favorite exhibits include the 5,000-square-foot Penguin Playhouse, the Dangerous Reef shark tunnel and the mesmerizing invertebrates swimming in Planet Jellies. Planners also got a look behind the scenes of the aquarium's operations and a preview of the numerous educational programs available for student groups of various ages.

WONDERWORKS

Another Broadway at the Beach attraction, WonderWorks is an interactive science center where young visitors have so much fun that they may not realize they're learning. Across four floors are more than 100 exhibits and activities, all designed to teach STEM principles. Young travelers can feel hurricane-force winds, lie on a bed of nails, play laser tag, traverse a ropes course and experience interactive motion rides. Planners can also arrange for student groups to have meals on site.

MYRTLE BEACH SKYWHEEL

Towering 200 feet above the beachfront, the Myrtle Beach SkyWheel is the most iconic landmark on the boardwalk. Modeled after the classic Ferris Wheel, this larger-than-life attraction features 42 enclosed, climate-controlled gondolas that can each hold six adults. After lunch at the adjacent LandShark Bar & Grille, the group boarded the SkyWheel for a ride that gave them breathtaking views of the ocean, the beach and the boardwalk, as well as the surrounding city.



Sea creatures at Ripley's Aquarium



A Ripley's Aquarium photo opp



A WonderWorks exhibit



The view from SkyWheel



SkyWheel from the ground

Motorcoach – Canada

- We continue to work closely with our office in Toronto to monitor groups arriving to Myrtle Beach from Canada and making sure they feel welcome by offering special welcomes and giveaways. The response to our efforts has been very positive.
- Site inspections for **Cardinal Tours** out of Toronto in early May with a booking of two groups for 2026.
- FAM participation with WorldStrides Tours out of Toronto in November of 2024 and June of 2025.





Canadian Sales Efforts

- Participated in the Brand USA Canada Connect East Show in May in Toronto and Montreal.
- Presented at the Granite Travel Show in Barrie, Ontario with more than 50 travel agents in attendance.
- Multiple in-person trainings with CAA offices throughout Ontario and Quebec.
- Attended the Ottawa Travel & Vacation show with over 15,000 in attendance.









Sports Update

- Jonathan and Taylor attended the **Sports ETA Symposium** with our local sports partners and hundreds of sports event decision makers were looking for destination information.
- We have been chosen to be included in the host community options, along with CCU, to be a team base camp city for one of the **FIFA World Cup** teams. The World Cup will be hosted throughout North America from June 11 through July 19th, 2026. If chosen, we will learn which team we will host in January of 2026.





MARKETING

Stuart Butler, President, Visit Myrtle Beach

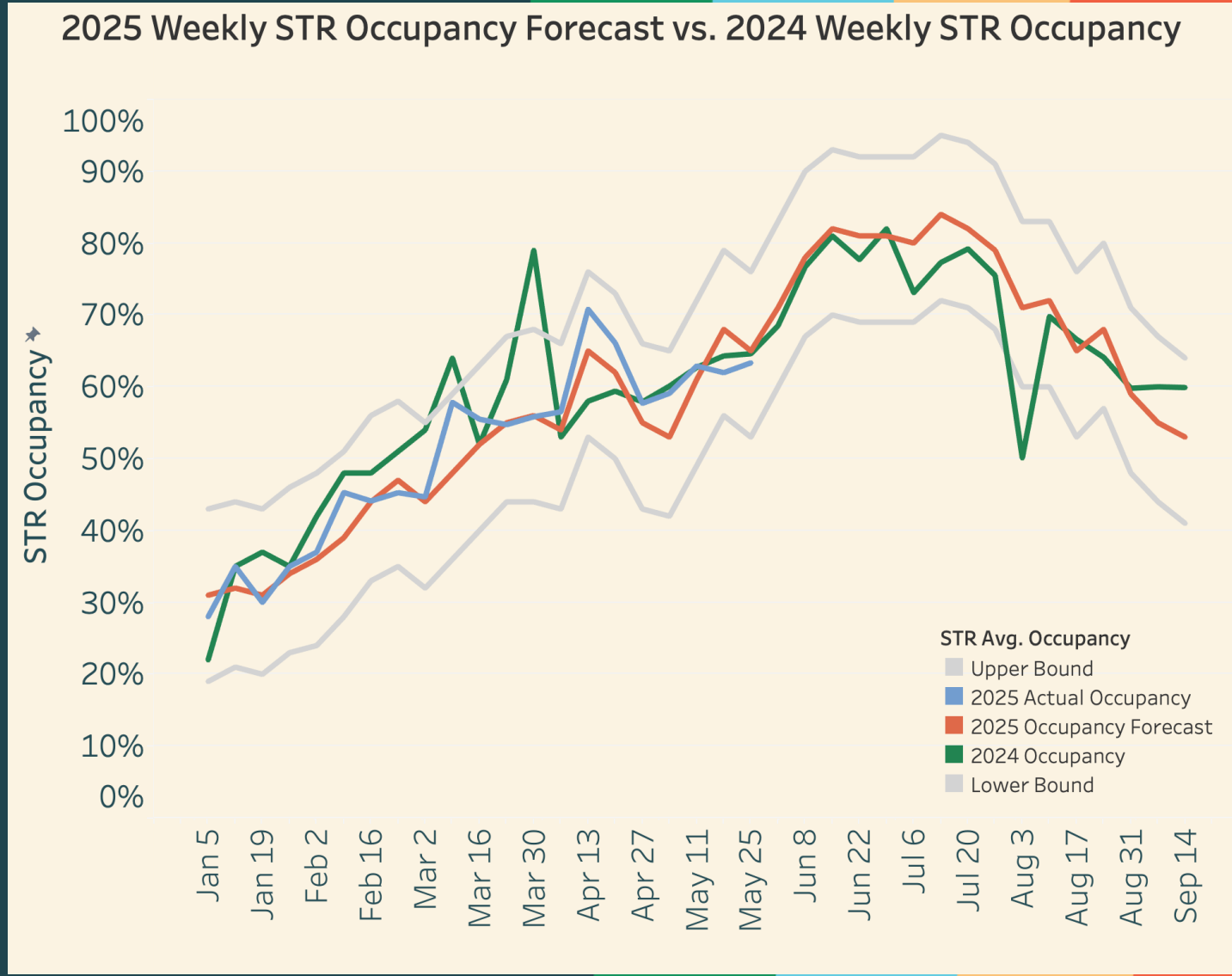
American Travel Sentiment

Longwoods INTERNATIONAL

"Cautious Travel Spending on Upcoming Trips: **More Americans plan to cut back on travel spending categories such as retail (37%), entertainment and recreation (32%), food and beverage (28%), and lodging (22%).** Also, 29% are choosing destinations closer to home meaning that regional drive markets will be big winners this year. Despite this, the number of travelers canceling trips holds steady at only 6%. Folks are simply re-allocating their spend in travel categories and seeking value/deals to make their trips happen."

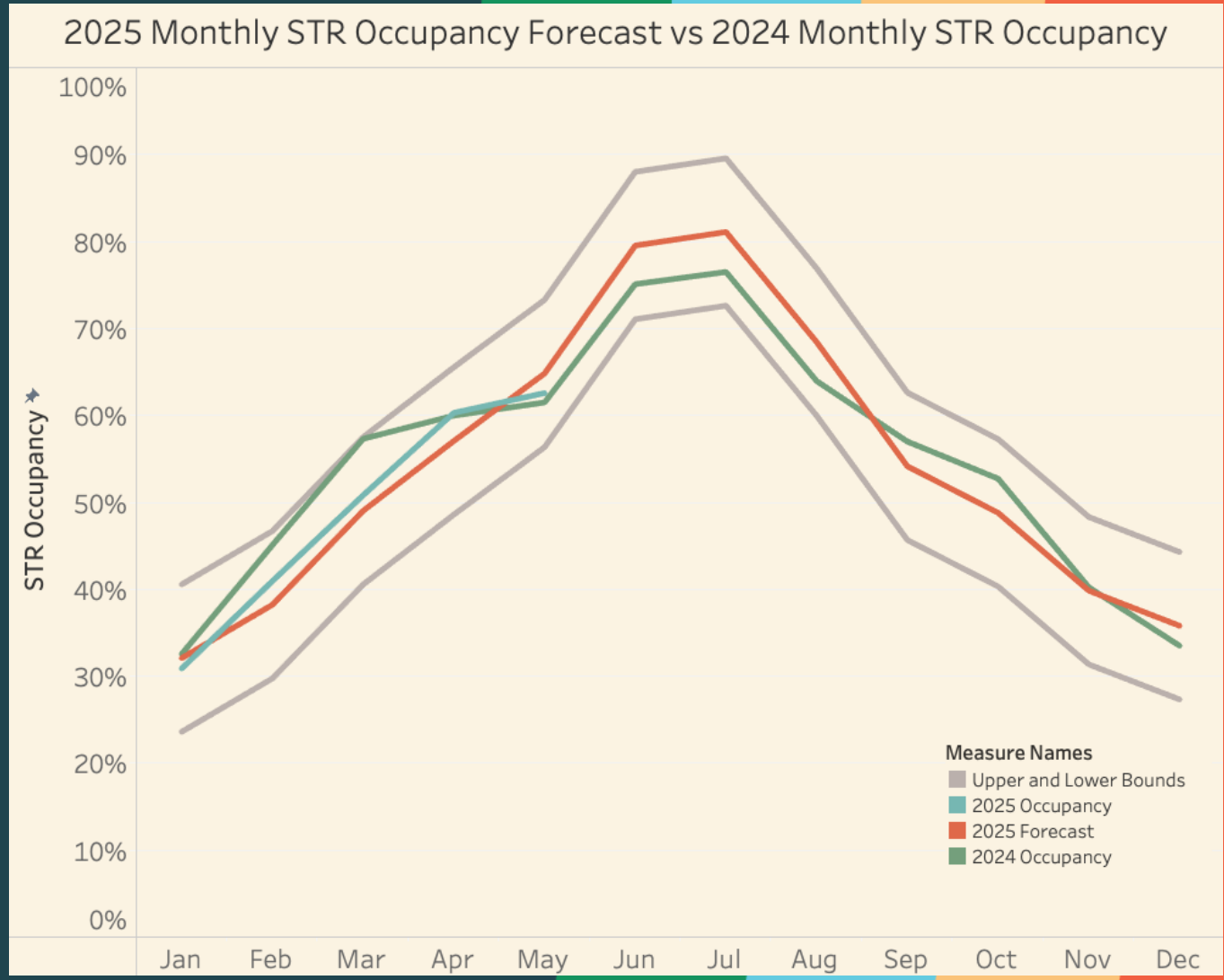
2025 STR Weekly Occupancy To Date Aligned With Forecast

- The graph compares the 2025 weekly STR occupancy forecasts and actuals to date with the actual weekly STR occupancy for 2024.



2025 STR Monthly Occupancy Forecast Compared to 2024

- The STR Monthly Predictive Occupancy Forecast is still on track with expected occupancy improvements through Q2 2025 with steady forecast for Summer 2025.



General Booking Trends

Booking transactions ticking upward year-over-year.

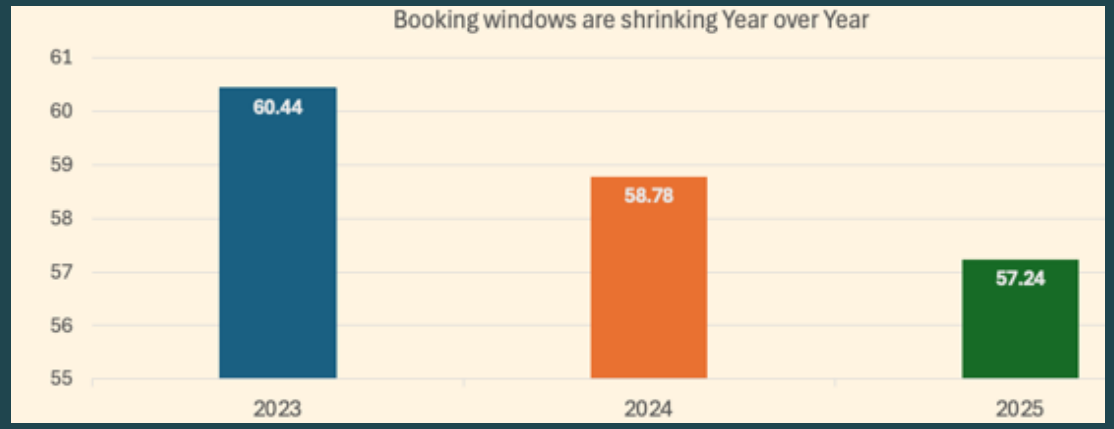
- 2025 lagged behind the prior years until May.
- May 2025 significantly increased over prior years.

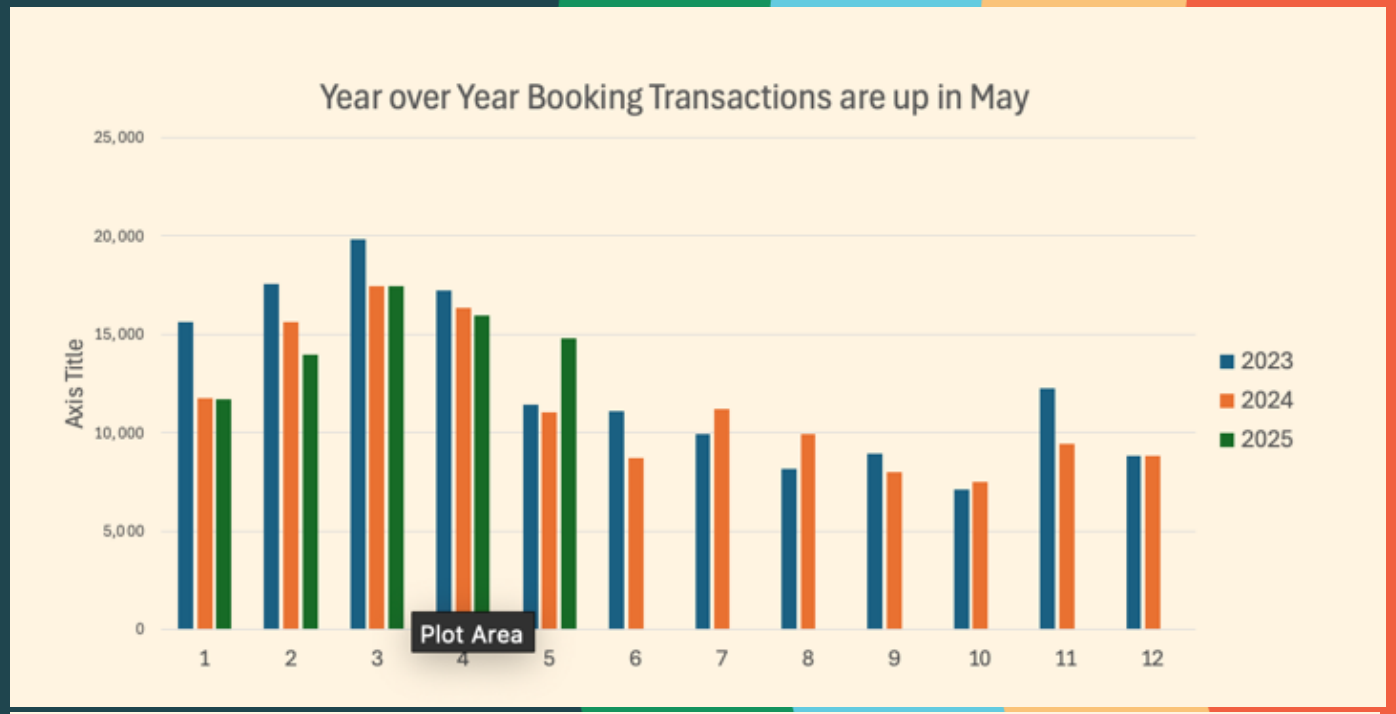
Booking window

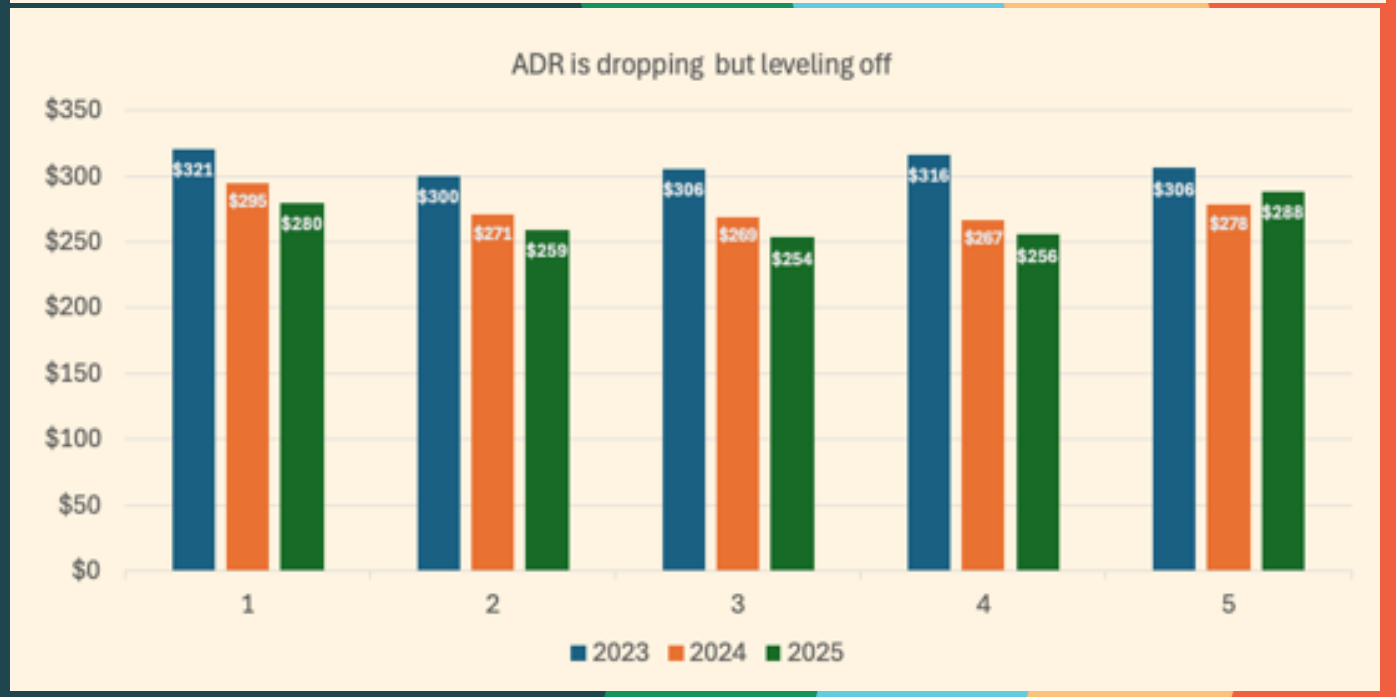
- At the same time, travelers are waiting longer to book on average comparing Jan-May of 2025 to the same time in 2023 and 2024.

ADR

- While ADR has dropped comparing Jan-May of 2025 to the same time in 2023 and 2024, the drop is leveling off.
- May 2025 has rebounded above 2024.







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