VISIT Myrtle Beach SOUTH CAROLINA

Marketing Myrtle Beach

Presented by Diane Charno



Thursday, June 18, 2026

FORECAST

What's Driving Summer 2026

National sentiment signals shaping the Grand Strand outlook

40%

Say gas prices will greatly impact travel plans

▲ +6.3 pts vs April | +19 pts since March

36%

Choosing destinations closer to home

Still elevated; drive markets favored

31%

Plan to spend MORE this summer

▲ +5.9 pts vs 2025 | 28% will spend less (polarized)

TAKEAWAY: Gas & cost pressures are a headwind, with more people choosing to stay closer to home.

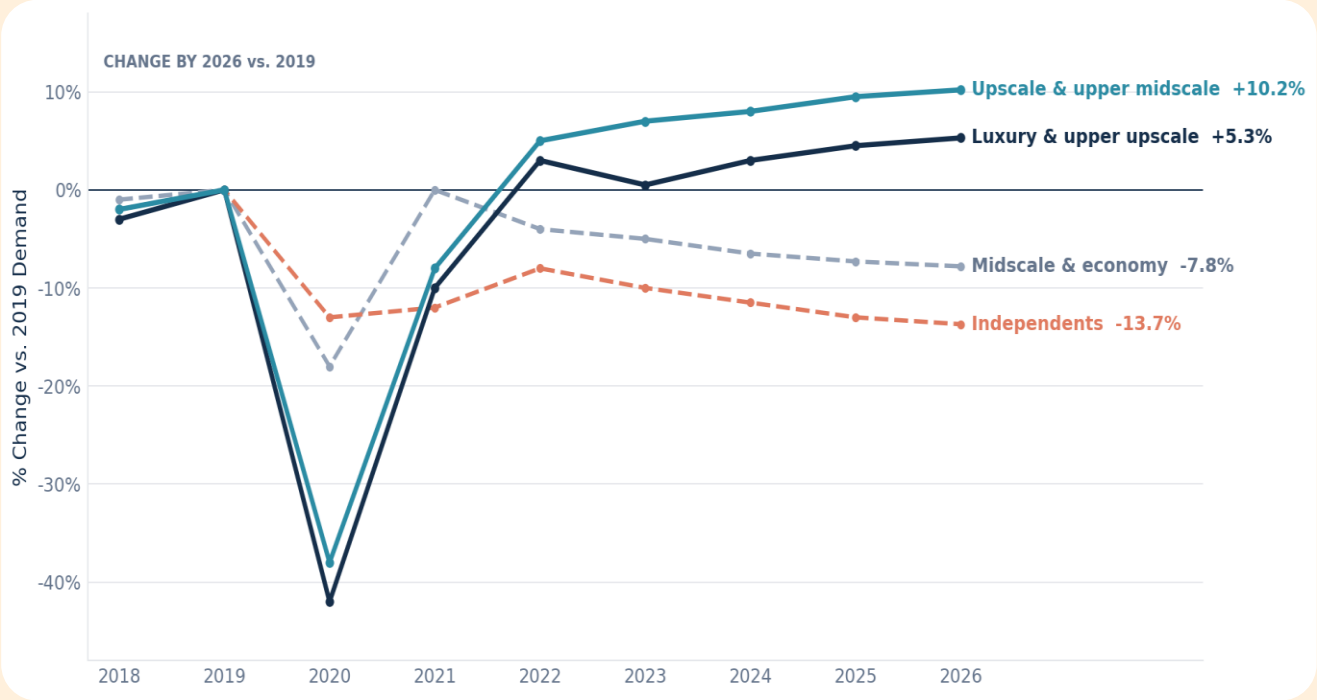
Source: Longwoods ATS Wave 107, May 2026

FORECAST

U.S. Hotel Demand Recovery Tiered

By 2026, upper-tier chains are forecast above 2019 demand; midscale, economy & independents remain below

- Luxury, upscale, and upper-midscale hotels have cleared 2019 demand and are projected to keep growing through 2026.
- Midscale & economy (-7.8%) and independents (-13.7%) remain below 2019 — with mild declines expected in 2026.
- The K-shape that follows is built on this foundation: same property mix, different trajectories by tier.

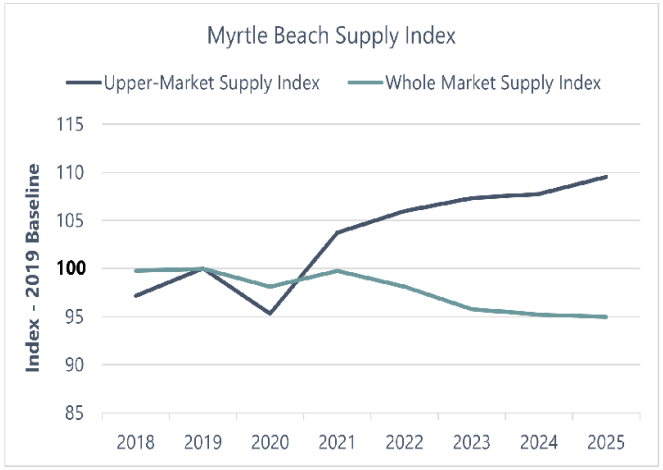


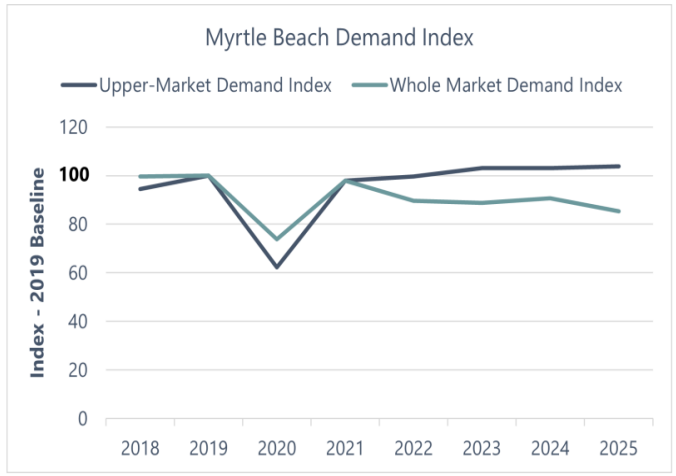
Source: Tourism Economics

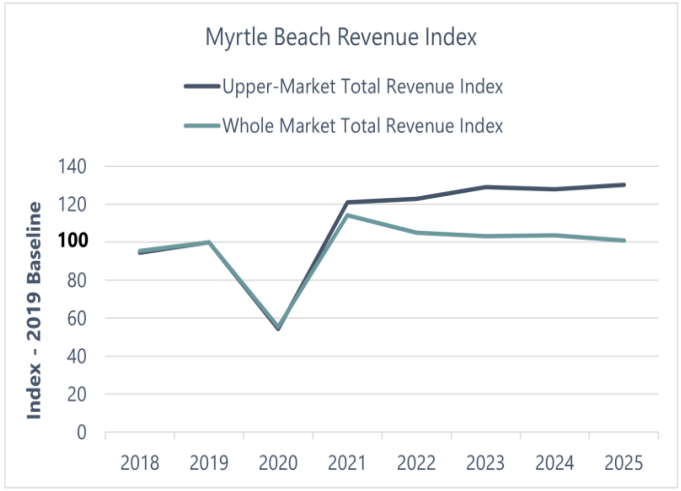
FORECAST

K-Shaped Demand Locally in Myrtle Beach

Supply, demand, and revenue indices show upper-midscale+ outperformance vs. broader market







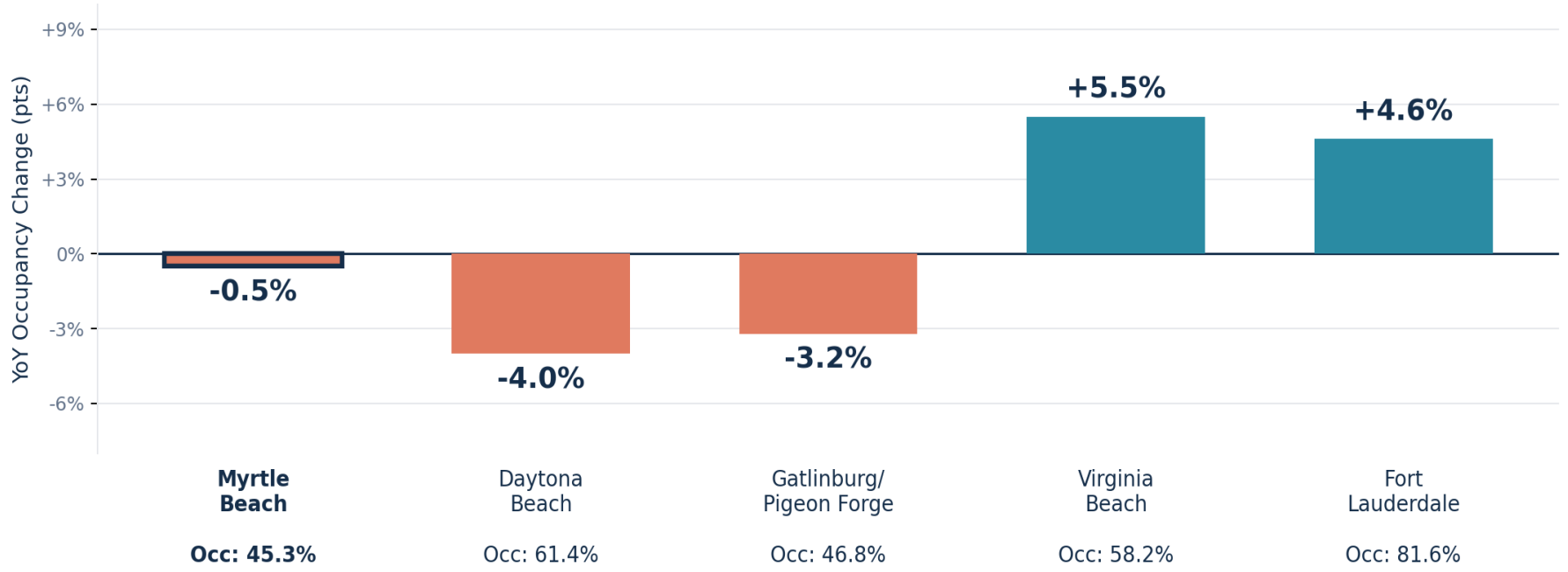
TAKEAWAY: Myrtle Beach mirrors the national K-shape — the higher-end segment is where growth and investment are concentrating, reinforcing VMB's strategy to attract higher-value visitors.

Source: Source: HVS / CoStar, May 2026

FORECAST

STR Occupancy vs. Competitor Set

Source: STR / YTD through April 2026 vs. prior year



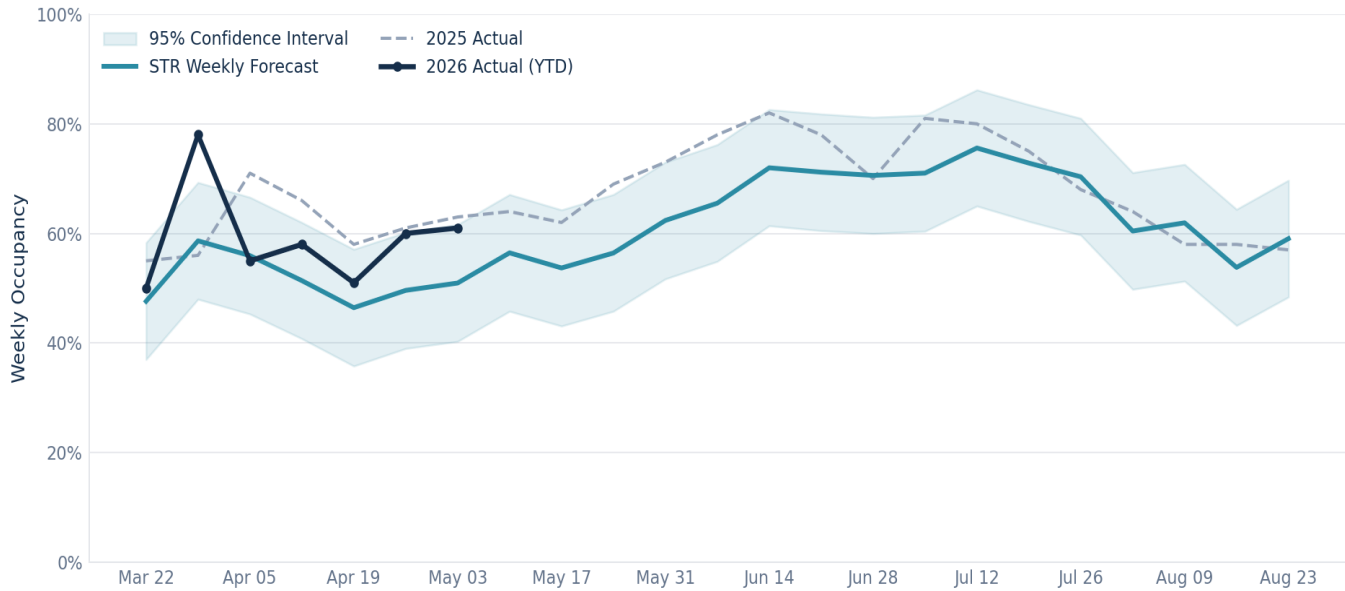
TAKEAWAY: Myrtle Beach is maintaining share amid headwinds, shifts vary by markets and we can see the impact of new product developments and proximity in other markets.

FORECAST

War Continues to Affect Summer Outlook

23-week forecast shows that extended conflict risks pulling peak Summer season below 2025 levels

- Projects significant YoY occupancy declines through Summer, driven by oil-led inflation and rising gas prices ($4.50–$5.00 forecast by mid-summer).
- Easter week and the week of 4/19 actually beat the forecast — pushed up by Easter travel, Georgia's gas-tax holiday, and lower-than-expected rainfall.
- If the Iran war continues, July–August occupancy is projected to land meaningfully below 2025 levels.



Source: Luckie / STR, May 2026

VISIT Myrtle Beach SOUTH CAROLINA

Myrtle Beach remains top choice for summer trips

Ranked #1 Overall for Most Popular Destination in North America for Domestic Travelers planning summer and 4th of July Trips!

Source: TripAdvisor Hot Summer Index, U.S. Market



MARKETING STRATEGY

How We’re Beating the Odds This Summer

Two strategic pillars to drive demand against macro headwinds

DRIVE-MARKET FOCUS

Turn gas-price headwinds into advantage

- Lean into core feeder DMAs within 8 hours by car — Atlanta, Charlotte, Raleigh, Richmond, DC/Baltimore.
- Shift spend mix away from fly-in markets where airline + fuel cost compounds the affordability story.
- Front-loaded media investment into H1 to capture peak-ADR booking windows, maximizing revenue impact within a reduced marketing budget.



MARKETING STRATEGY

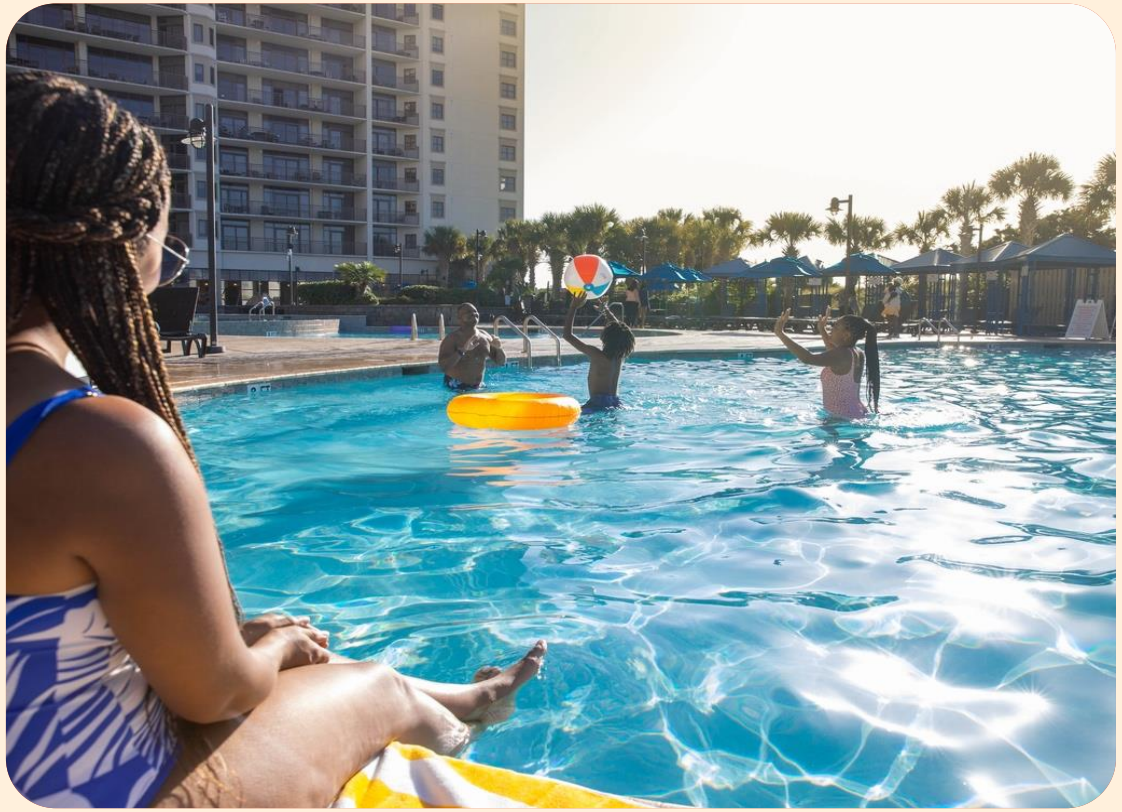
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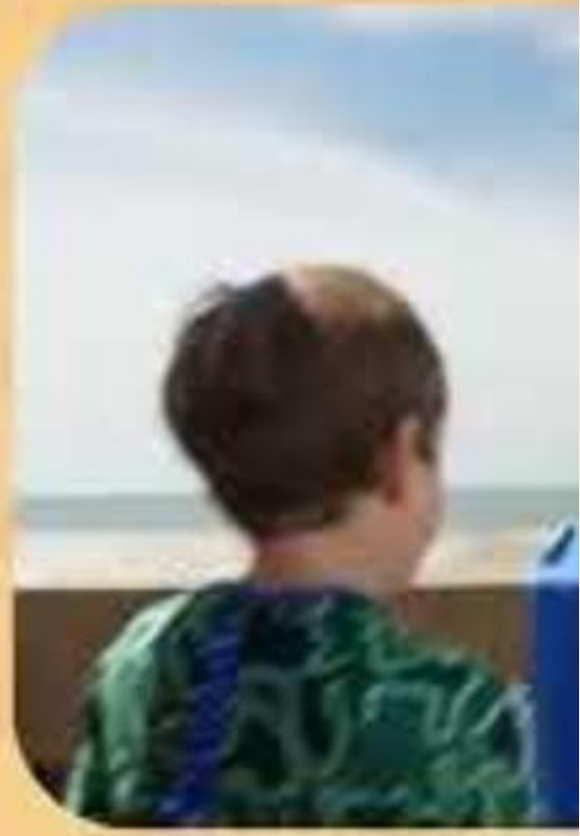
VALUE-FORWARD MESSAGING

Compete on trip value, not nightly rates

- Launched "Make More Myrtle Moments" destination-wide campaign encouraging longer stays.
- Amplifying partner value packages (early-book, stay-and-save) to capture price-sensitive demand without discounting the destination.
- Leveraging #1 TripAdvisor ranking across earned media to reinforce destination credibility and value positioning.



25 Unique Creative Messages




40
MB
YEARS OF
ENTERTAINMENT
1986 ★ 2026
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