Myrtle Beach, SC
Visitor Volume and Spending
2024

MMGY Travel Intelligence

Myrtle Beach, SC Visitor Volume and Spending

(millions)

(in millions)														%change					
Stays	**2024**	**2023**	**2022**	**2021**	**2020**	**2019**	**2018**	**2017**	**2016**	**2015**	**2014**	**2013**	**2012**	**2024/2023**	**2023/2022**	**2022/2021**	**2021/2020**	**2020/2019**	**2019/2018**
Total	6.8290543	6.6262772	6.6687586	6.59082	4.8432119	7.8604874	7.6708969	7.1816048	6.7105029	6.402256	6.0413182	5.586794	5.1336684	3%	-1%	1%	36%	-38%	2%
Overnight Leisure	5.6753272	5.5056598	5.5495415	5.5268502	4.0645312	6.7415821	6.6070533	6.1926525	5.7844196	5.5046983	5.1576599	4.7019255	4.2168349	3%	-1%	0%	36%	-40%	2%
Person-Stays	**2024**	**2023**	**2022**	**2021**	**2020**	**2019**	**2018**	**2017**	**2016**	**2015**	**2014**	**2013**	**2012**	**2024/2023**	**2023/2022**	**2022/2021**	**2021/2020**	**2020/2019**	**2019/2018**
Total	18.207274	17.582742	17.547114	17.223845	12.772083	20.586239	20.433271	19.618229	18.602137	17.946818	17.221481	16.116366	15.235652	4%	0%	2%	35%	-38%	1%
Overnight Leisure	15.46415	15.007458	15.038726	14.928988	11.120865	18.330668	18.26473	17.496234	16.561325	15.932815	15.192143	14.055692	13.028678	3%	0%	1%	34%	-39%	0%
Person-Days	**2024**	**2023**	**2022**	**2021**	**2020**	**2019**	**2018**	**2017**	**2016**	**2015**	**2014**	**2013**	**2012**	**2024/2023**	**2023/2022**	**2022/2021**	**2021/2020**	**2020/2019**	**2019/2018**
Total	81.154117	79.455868	80.407298	78.94755	58.037826	92.129323	91.445984	87.444723	83.523719	80.384181	78.193437	74.678731	72.080732	2%	-1%	2%	36%	-37%	1%
Overnight Leisure	78.298171	76.762386	77.799448	76.509878	56.186917	88.619161	88.014047	84.092701	80.291395	77.152261	74.933896	71.388772	68.584069	2%	-1%	2%	36%	-37%	1%
Direct Spending	**2024**	**2023**	**2022**	**2021**	**2020**	**2019**	**2018**	**2017**	**2016**	**2015**	**2014**	**2013**	**2012**	**2024/2023**	**2023/2022**	**2022/2021**	**2021/2020**	**2020/2019**	**2019/2018**
Total	$13,169	$12,511	$11,952	$10,802	$7,254	$11,334	$10,896	$10,161	$9,507	$9,260	$9,040	$8,293	$7,877	5%	5%	11%	49%	-36%	4%
Overnight Leisure	$12,151	$11,570	$11,060	$10,154	$6,828	$10,655	$10,225	$9,511	$8,865	$8,596	$8,483	$7,739	$7,327	5%	5%	9%	49%	-36%	4%
Avg Persons per Stay	**2024**	**2023**	**2022**	**2021**	**2020**	**2019**	**2018**	**2017**	**2016**	**2015**	**2014**	**2013**	**2012**	**2024/2023**	**2023/2022**	**2022/2021**	**2021/2020**	**2020/2019**	**2019/2018**
Total	2.6661487	2.6534873	2.6312414	2.6133083	2.6371101	2.618952	2.6637395	2.7317332	2.7720928	2.8032022	2.8506165	2.8847253	2.9677905	0.5%	1%	1%	-1%	1%	-2%
Overnight Leisure	2.7248033	2.7258236	2.7099043	2.7011746	2.7360757	2.7190454	2.7644291	2.8253215	2.8630919	2.894403	2.9455496	2.9893482	3.0896819	0.0%	1%	0%	-1%	1%	-2%

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Key Takeaways

Myrtle Beach is predominantly a leisure destination, attracting visitors primarily from the South Atlantic region, including the states of North Carolina, South Carolina, and Georgia. Travel to the area is mainly driven by overnight leisure stays, while business travel —including overnight business — represents a smaller portion of overall travel activity.

- Overall travel to Myrtle Beach experienced positive growth, largely driven by an increase in overnight leisure visitors.

- In 2024, the number of travelers visiting Myrtle Beach for overnight leisure increased by 3.7% compared to 2023, although the average length of stay declined slightly. Overnight travel continues to be dominated by paid hotel and paid non-hotel accommodations, both of which saw growth in 2024. Similarly, average daily rate (ADR) and room revenue also increased. Paid hotel room nights grew modestly by 2% in 2024, reversing the downward trend observed in 2023. Paid non-hotel accommodations, such as short-term rentals, also experienced positive growth.

- The average travel party size remained stable across both overall and overnight leisure segments.

- While total visitor spending has increased, much of this growth may be attributed to inflation and rising costs. Nonetheless, average visitor spending on food and entertainment saw a notable rise.

At a macro level, the U.S. travel industry in 2024 reported flat growth in paid hotel room nights and a slight decline in overnight travel. In contrast, day trips have increased, indicating a broader trend of travelers shifting from overnight stays to day trips.

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Research Methodology

DK Shifflet's **TRAVEL *PERFORMANCE/Monitor*SM** is a comprehensive study measuring the travel behavior of US residents. DK Shifflet contacts 50,000 distinct U.S. households monthly and has done so since 1991. DK Shifflet is able to provide current behavior and long-term trended analyses on a wide range of travel.

DK Shifflet data are collected using an online methodology. The sample is drawn as a national probability sample and returns are balanced to ensure representation of the U.S. population according to the most recent U.S. Census. Key factors used for balancing are Origin State, Age, Income, Education, Gender, Ethnicity/race and return rates.

Both traveling and non-traveling households are surveyed each month enabling DK Shifflet to generate the best estimate of travel incidence (volume) within the total U.S. population. Among those who have traveled (overnight in the past three months, and daytrips in the past month) details of their trip(s) are recorded for each month. This overlapping, repeating monthly approach boosts the observed number of trips for each travel month and controls for seasonality and telescoping biases.

"Travel" is defined as either an overnight trip defined as going someplace, staying overnight and then returning home or as a day trip defined as a place away from home and back in the same day. Respondents report travel behavior for each stay of each trip; an approach that enhances reporting for specific travel events, activities and spending.

A wide variety of general travel information is collected including travel to destinations at a city level, hotel stayed in, purpose of stay and activities, expenditures, mode of transportation, party composition, length of stay, travel agent and group tour usage, satisfaction and value ratings, and demographics, including origin markets.

Several questions are asked as open-ends to ensure that the responses are not influenced by a pre-listed set of response categories. Each respondent identifies the actual destination visited with an open-end response. This is particularly significant for obtaining accurate data for smaller cities and counties and representing total travel. This increases time and expense to accurately capture these responses, but quality requires it.

Extensive coding lists are updated regularly to ensure that all data is recorded accurately. DK Shifflet's Quality control committee conducts bi-monthly meetings to review survey results and examine methods to maintain and improve quality control.

About DK Shifflet

DK Shifflet, a division of MMGY Global, is the leading U.S. consumer travel research firm. DK Shifflet is located in McLean, VA and has, for more than 30 years, provided the Industry's most complete consumer-based travel data on U.S. residents and their travel worldwide. Our clients include destination marketing organizations, theme parks, auto clubs, hotel chains and more.