Myrtle Beach Area Tourism Data – Visitor Volume 2002-2024

Compiled for Visit Myrtle Beach by Luckie & Co. in July 2025
Visitor Volume Data sourced from DK Shifflet

Myrtle Beach Area Visitor Volume Estimates 2002-2025	
Source: DK Shifflet Area: 14 Communities SC Grand Strand	
Year	**Estimated Annual Visitors**
2002	12,700,000
2003	12,800,000
2004	13,200,000
2005	13,800,000
2006	14,600,000
2007	15,200,000
2008	14,600,000
2009	13,700,000
2010	14,000,000
2011	14,500,000
2012	15,200,000
2013	16,100,000
2014	17,200,000
2015	17,900,000
2016	18,600,000
2017	19,600,000
2018	20,400,000
2019	20,600,000
2020	12,780,000
2021	17,220,000
2022	17,550,000
2023	17,580,000
2024	18,200,000

About the Visitor Volume Data:

Data prepared for Visit Myrtle Beach in July 2025 by Luckie & Co. using annual visitor volume estimates from DK Shifflet, analyzing South Carolina's Grand Strand region within Horry and Georgetown counties.

Data shows a steady increase in visitor volume across two decades proving the Myrtle Beach area as a resilient tourism destination with only three down years tied to national crises. This included the national recession of 2008/2009 and the pandemic in 2020. During these downturns, the Myrtle Beach area continued to fare well in comparison to other U.S. tourism destinations.

The all-time visitation peak was recorded at 20.6 million in 2019 prior to the pandemic, which resulted in an international decline in tourism, yet Myrtle Beach continued to be cited as a top performing U.S. destination in 2020-2024.

Since 2020, the region continues to rebuild toward pre-pandemic levels. At the same time, visitors are investing more per trip and generating record economic benefit for the community. This is evidenced by record tax collections in Horry Co. in 2023 and record visitor spending in 2024.

Since 2020, Visit Myrtle Beach has shifted its marketing strategy to focus more on higher-value visits year-round versus quantity during peak season. As a result, each visitor today delivers more economic benefit to the region that funds more local services.

About Luckie & Co.

Luckie & Co. is a data-driven marketing solutions agency with 75 years in the business and offices in Atlanta; Birmingham, Ala.; and Raleigh, N.C. They operate specialized verticals for industries such as healthcare (Luckie Health) and tourism and have been acknowledged by various industry awards. https://luckie.com

About DK Shifflet

DK Shifflet & Associates, founded in 1982 and now part of MMGY Travel Intelligence, is a leading U.S. consumer travel research firm based in McLean, Va. Their data are trusted by destination marketing organizations (DMOs), hotel chains, airlines, auto clubs, attractions and government bodies across the U.S. https://mmgyintel.com/dk-shifflet-travel-performance-data