

INSIDER

December 2009

VIDEO MARKETING *highlights Myrtle Beach area's appeal to tourists*

by Tina D. Pace, CMP, marketing manager

In October we wrapped up our third destination video shoot for the Myrtle Beach area. As with our other shoots, we continue to feature local residents as our actors and as always, they never let us down! We not only captured the beauty of the season and our destination, but the true essence of the Myrtle Beach area through the raw emotions of those who call Horry County home. Suzanne Feeheley, pictured right from her casting call and as seen in the video at the Marshwalk in Murrells Inlet, originally came to Myrtle Beach as a snowbird many years ago and wanted to promote the Myrtle Beach area because she has enjoyed "a very wonderful life here."

This fall was our first true seasonal shoot, as we have previously shot in June. By shooting the destination during each of the four seasons we are able to market ourselves with relevant footage year round; thus giving our visitors a true glimpse of what they can expect during each season of the year and the diverse array of activities available to experience.

We were fortunate to have perfect weather over our three-days of filming and everything came together perfectly. We kicked off our shoot with a spectacular sunrise horseback riding scene at the Myrtle Beach State Park, some tender moments between couples and a multi-generational pier fishing shot between father and son. Since shopping is always a favorite activity this time of year, the crew and our actors spent some time at

the Hammock Shops in Pawleys Island and at a couple of other stores at Market Common. At the Hammock Shops we had fun with some multi-generational couples shopping, a younger couple getting cozy in a hammock and we even took advantage of The Christmas Mouse to capture some Christmas footage for the holiday season. A couple of segway riders, a friendly dog and a handful of shoppers made our scenes complete at Market Common. To add some additional holiday time footage we featured a mother and daughter shopping duo with brightly wrapped Christmas presents. More visitors are inquiring about things to do with man's best friend, their dog, so one scene showcased our four-legged actor Oscar leaving one of the many dog-friendly stores at Market Common. Next to shopping and theaters, dining is always quite popular. We were treated to a breathtaking sunset over the marsh in Garden City Beach, highlighted with a well-attended oyster roast; a favored representation of our Carolina Coastal cuisine. The final day of our shoot took place along the Riverwalk in Conway, featuring four kayakers and some romantic and playful scenes between our middle-aged and senior couples.

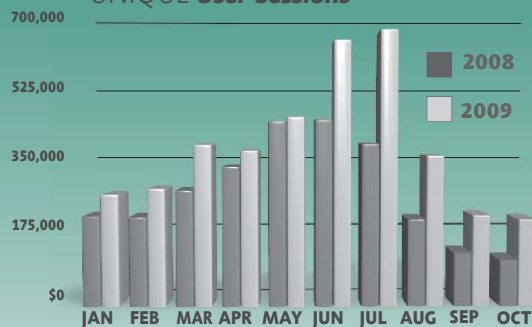
To continue building our high-definition video asset library, a smaller shoot will take place in December to capture the essence of the holiday season that can complement the beauty of our live entertainment theaters that majestically transform into Winter wonderlands during this time of year.

With the additional advertising dollars from the Tourism Development Fee, we're able to have a much stronger presence in our key feeder markets during the holiday season to spike demand and plant the seed for future travel.

You'll find our fall highlight footage and more online at YouTube.com/VisitMyrtleBeach, and if you join our Facebook fan page at Facebook.com/VisitMyrtleBeach and follow us on [Twitter@MyMyrtleBeach](https://twitter.com/MyMyrtleBeach) you'll get updates as they happen! See you soon in the social media world!



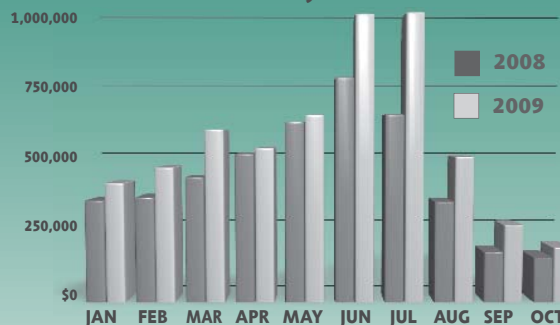
UNIQUE *User Sessions*



	Jan	Feb	Mar	Apr	May	Jun
% Change	23.95%	31.85%	39.09%	11.52%	2.32%	42.12%
2009	269,285	283,597	388,477	374,741	454,265	636,928
2008	217,261	215,092	279,302	336,043	443,963	448,148

	Jul	Aug	Sept	Oct	Nov	Dec
% Change	69.30%	72.76%	70.36%	88.55%		
2009	661,649	362,303	219,612	209,757		
2008	390,805	209,719	128,911	111,249		

ADVERTISER *Referrals*



	Jan	Feb	Mar	Apr	May	Jun
% Change	17.01%	28.37%	38.07%	3.88%	3.76%	27.62%
2009	406,873	459,712	588,396	525,240	637,311	973,668
2008	347,720	358,112	426,144	505,598	614,243	762,952

	Jul	Aug	Sept	Oct	Nov	Dec
% Change	53.25%	44.36%	54.25%	21.91%		
2009	979,218	495,876	263,319	185,891		
2008	638,973	343,499	170,706	152,476		

YEAR OVER YEAR

YTD Referral Click % Change*

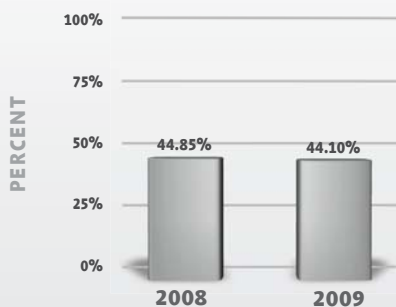
Category	% Change
Lodging	+34.65%
Amusements	+8.82%
Theaters	+21.78%
Dining	+62.08%
Shopping	+53.54%
Watersports	+158.68%
Weddings	+25.11%
Golf	+38.27%
Additional Services	+10.55%

* Jan. 1 - Oct. 31

For more information, contact: Bill.Rosenthal@VisitMyrtleBeach.com

OCCUPANCY PERCENT PER ROOM WEEK*

(September 6, 2009 - October 17, 2009)



	Jan	Feb	Mar	Apr	May	Jun
2009	29.54%	40.09%	49.82%	52.82%	50.13%	67.79%
2008	32.12%	49.96%	55.21%	54.75%	45.91%	65.42%
2007	34.01%	53.01%	64.18%	69.10%	60.85%	74.59%

	Jul	Aug	Sept	Oct	Nov	Dec
2009	66.49%	65.31%				
2008	70.42%	73.73%	52.17%	55.87%	39.88%	25.22%
2007	82.94%	75.78%	62.40%	54.25%	39.86%	24.74%

AVERAGE DAILY RATE PER ROOM WEEK*

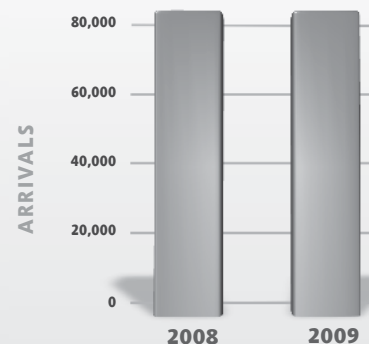
(September 6, 2009 - October 17, 2009)



	Jan	Feb	Mar	Apr	May	Jun
2009	\$55.45	\$67.68	\$81.07	\$97.33	\$91.73	\$121.41
2008	\$58.54	\$73.02	\$82.28	\$99.05	\$89.34	\$124.70
2007	\$55.95	\$71.90	\$83.84	\$98.29	\$116.61	\$144.34

	Jul	Aug	Sept	Oct	Nov	Dec
2009	\$109.44	\$120.10				
2008	\$119.48	\$125.09	\$83.14	\$77.98	\$69.80	\$59.92
2007	\$162.96	\$129.77	\$93.15	\$76.80	\$68.82	\$59.20

AUGUST AIRPORT ARRIVALS



	2008	2009	Change
Arrivals	83,508	85,021	1.8%

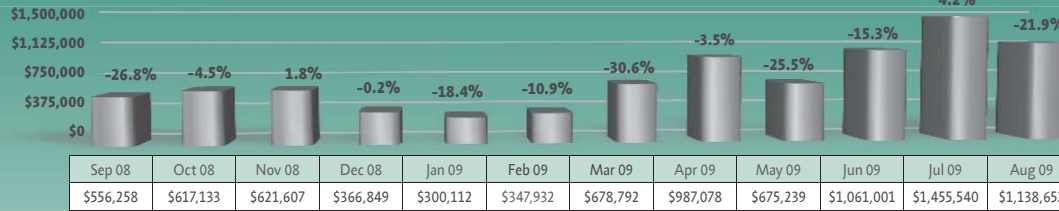
*Dr. Taylor Damonte, Director • Clay Brittain, Jr.
Center for Resort Tourism • Coastal Carolina University
tdamonte@coastal.edu

Source: Horry County Department of Airports

HELP US HELP YOU
Provide data to CCU

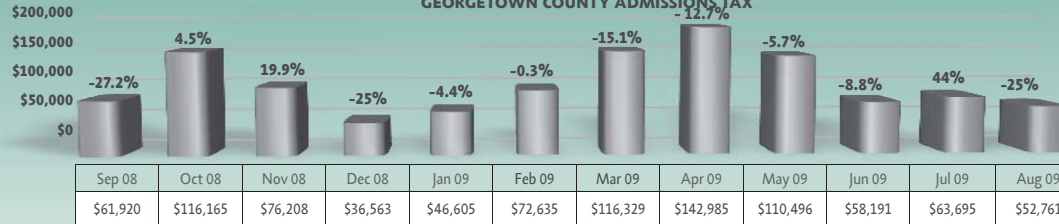
By sending in your weekly numbers, you will be providing valuable data that helps us to keep updated information. For more information, please contact Dr. Taylor Damonte, director of Clay Brittain, Jr. Center for Resort Tourism at Coastal Carolina University, tdamonte@coastal.edu.

HORRY COUNTY ADMISSIONS TAX

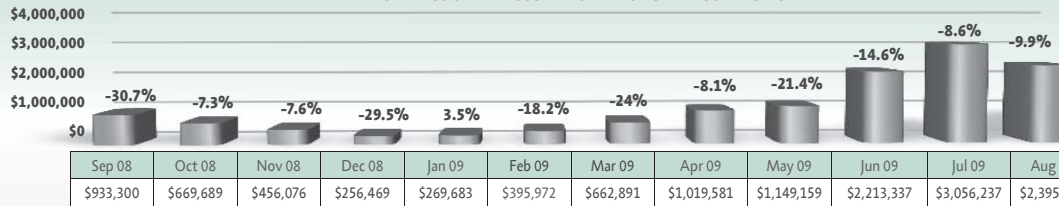


Percentages Shown Are Percent Change From Previous Year

GEORGETOWN COUNTY ADMISSIONS TAX

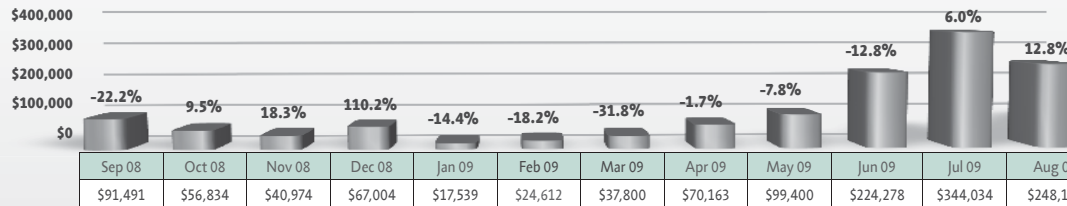


HORRY COUNTY ACCOMMODATIONS TAX COLLECTION

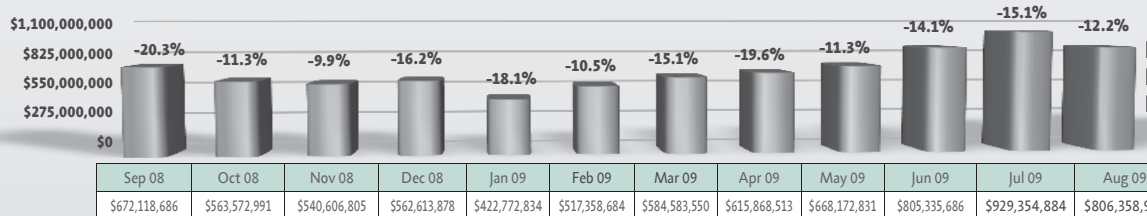


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GEORGETOWN COUNTY ACCOMMODATIONS TAX COLLECTION

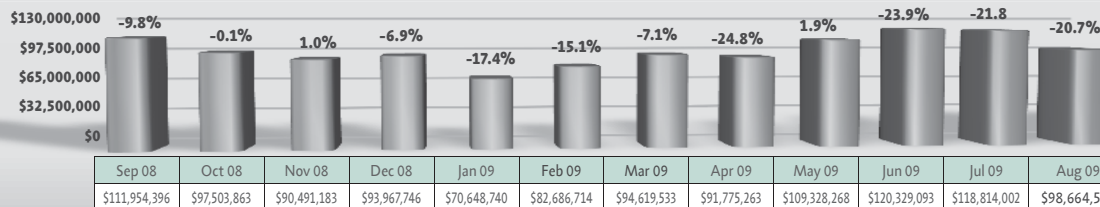


HORRY COUNTY GROSS RETAIL SALES



Percentages Shown Are Percent Change From Previous Year

GEORGETOWN COUNTY GROSS RETAIL SALES



For more information regarding additional research conducted by the chamber, contact Wendy Bernstein at Wendy.Bernstein@VisitMyrtleBeach.com

Sources: S.C. Departments of PRT and Revenue

MYRTLE BEACH CONVENTION AND VISITORS BUREAU *inducted into Hall of Fame*

The Meetings & Conventions magazine has inducted the Myrtle Beach Area Convention and Visitors Bureau, a division of the Myrtle Beach Area Chamber of Commerce, into its 2009 Gold Awards Hall of Fame. The Myrtle Beach Area Convention and Visitors Bureau is one of only 11 Gold Award recipients. To receive this honor, a meetings industry supplier must receive its 12th Gold Award – a true indication of excellence and staying power.

“Being recognized in the Hall of Fame is the hallmark of excellence among CVBs and is quite an honor for the sales and service staff of the CVB,” said Charlie Bradshaw, MBACC Convention Bureau Committee chair, and vice president, Alabama Theatre. “The Gold Award represents consistency and dedication in promoting the Myrtle Beach area to meeting and convention planners for more than two decades.”

The honorees have proven themselves to be leaders in their respective categories: hotels, resorts and CVBs. This year, M&C is inducting eight hotels/resorts into the Hall of Fame Gold Key, two CVBs into the Hall of Fame Gold Service and one hotel/resort into the Hall of Fame Gold Platter. All award recipients will also be featured in M&C’s Gold Awards issue published in November.

M&C readers select Gold Award recipients by voting on industry criteria including staff attitude, quality of meeting rooms, food and beverage service, guidance on local attractions and liaison with local vendors and services.

M&C established the Gold Awards program in 1978 beginning with the Gold Key Award, which is bestowed to the world’s finest meeting properties. The Gold Service Award for CVBs dedicated to meeting professionals was created in 1984, and the Gold Platter Award was established in 1985 to recognize the catering departments of creative meeting properties.

Myrtle Beach Area Convention and Visitors Bureau Insider is published monthly by the Myrtle Beach Area Chamber of Commerce, 1200 N. Oak St., Myrtle Beach, SC 29577. If you have story ideas or questions, please contact Pat Creed, membership programs manager and CVB member liaison, at Pat.Creed@VisitMyrtleBeach.com or (843) 916-7225. Printed by Inlet Printing Co.

CHAMBER MAIL

Chamber Mail is a unique Myrtle Beach Area Chamber of Commerce program that saves members both time and money. Through this advertising program, brochures are inserted in individually mailed envelopes distributed to all Official Myrtle Beach Vacation Guide inquiries. The cost per piece is a fraction of the price to send them individually.

- Targeted promotional destination envelope personally addressed and mailed to chamber Vacation Guide inquiries beginning spring 2010.
- One run of 100,000 destination envelopes mailed to specifically targeted inquiries in the top 10 feeder and visitation markets. Addresses will be selectively chosen from the Vacation Guide inquiries’ top visitation markets by zip code.
- Reach potential customers for as low as 8.5¢ per inquiry.
- One-panel inserts (double-sided), full-color, full-bleed on 80-lb coated stock.
- Full turnkey program includes destination envelope, printing, shipping, postage, insertion, labeling, handling and mailing.

To qualify for participation in Chamber Mail, members must have at least a 1/6-page ad in the Official Myrtle Beach Vacation Guide.

Chamber Mail is administered by Visit Media. For more information, go to MyrtleBeachAreaChamber.com, click on Marketing Strategies, or contact Visit Media at (843) 839-2424, VisitMedia@sc.rr.com.

Note: In order to participate in Chamber Mail, members must contribute \$1 per rented room night for lodging members or a 1 percent “marketing fee” or a nonparticipating advertising cost for activities and dining members.

Where in the world is the CVB?

Dec. 8-10	International Association of Exhibitions and Events	Atlanta, GA
Dec. 10	Association Executives of North Carolina	Raleigh, NC
Dec. 15	Association Forum of Chicago	Chicago, IL