

AD SALES CLOSE *mid-August for Vacation Guide*

The 2010 Official Myrtle Beach Area Vacation Guide has brand new package levels that allow you to get more bang for your advertising dollars.

New for Advertisers

The 2010 Convention and Visitors Bureau packages include three levels with a price to fit your budget: (1) no ad and no active link; (2) formatted ad and no active link; and (3) ad and an active link. Added advertising incentives make it more attractive for lodging, golf, dining, and activities and services members to get your name in front of the millions who use the Vacation Guide and CVB Web site.

Recognizing the importance of digital marketing, we have added new emphasis on Web promotion in the 2010 packages. Depending on the type of business and level of investment, advertisers may receive a segmented shared e-blast, a rotated listing on the Vacation Guide order confirmation page, a rotated listing on the e-mail sign up confirmation page, a TripAdvisor co-op ad and an individualized presence on Google.

A new highlight of the 2010 CVB ad packages includes the bundling of the group marketing services in some of the packages. This bundling includes convention & motorcoach lead service, a link in the group section of our Web site, a grid listing in the Meeting & Group Planner Guide, a 30-second video in the group section of Web site, a rotating banner with a link on the group section of our Web site, and a group e-blast sent to meeting/group planners.

In addition, three premium ad placements for nonlodging members will be available:

1. Ad facing table of contents
2. Inside back cover
3. Inside back cover facing

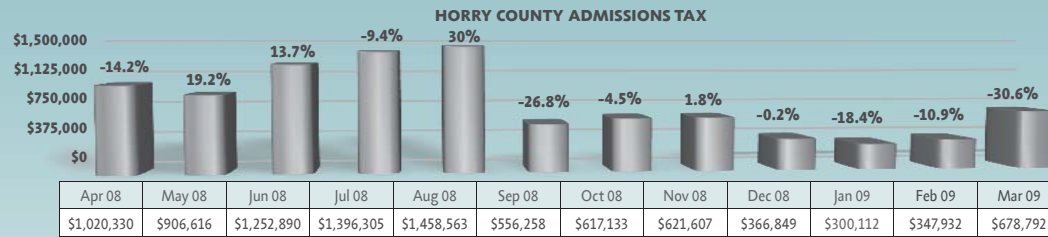
To top it off, with an increased 2010 marketing budget, the Myrtle Beach Area Chamber of Commerce will be able to expand its advertising impact to drive visitation.



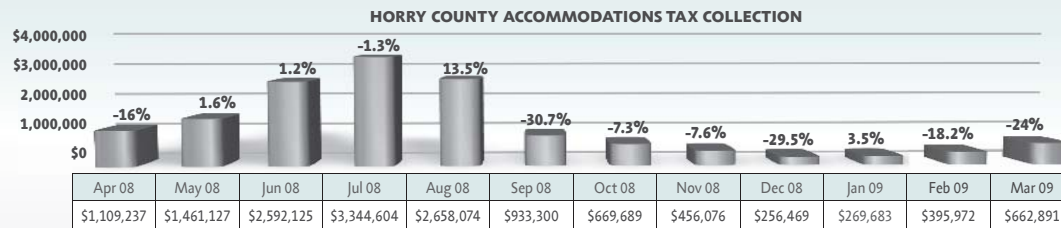
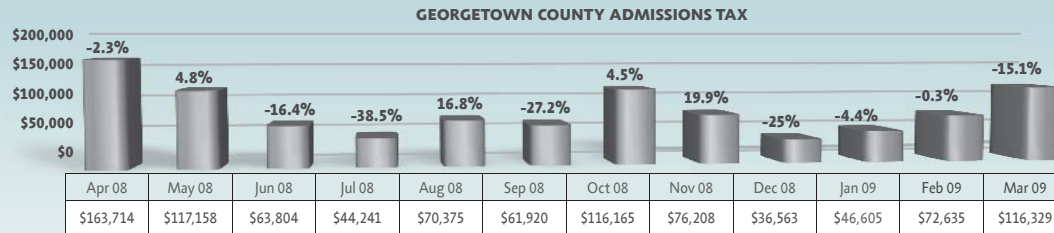
By the Number

- Vacation Guides – 325,000 – Fulfillment guide for visitor inquiries.
- Visitor Guides – 2 Per Unit Per Property – In-room guide displayed in hotel and vacation rental properties for additional exposure.
- Visitor Guide Digests – 1,225,000 – Distributed in hotel and vacation rental properties, provided to guests at check-in, fulfillment for inquiries and convention bags.
- Maps and Coupons – 1,800,000 (250 million overrun) – Inserted in Vacation Guide and Visitor Guide Digest, also provided to lodging properties as overrun.
- Meeting & Group Planner Guides – 3,500 – Fulfillment guide for group travel planners.

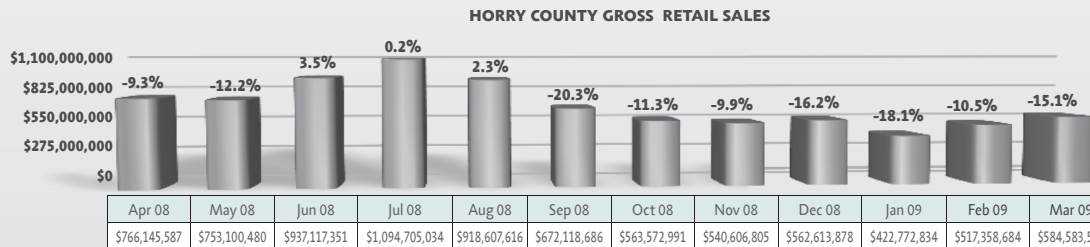
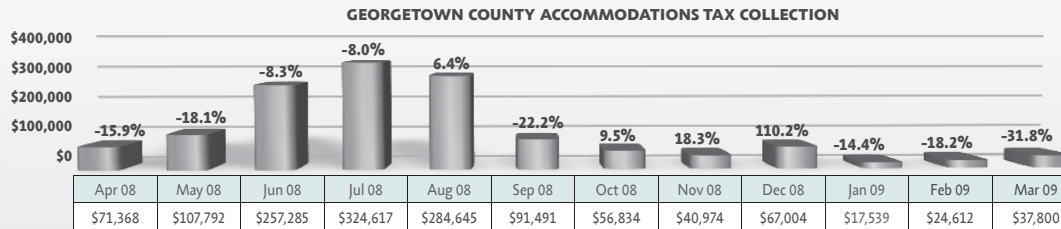
Vacation Guide, See CVB Insider Back Page



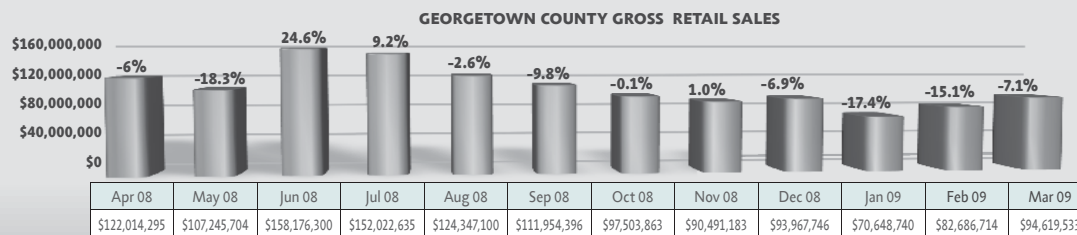
Percentages Shown Are Percent Change From Previous Year



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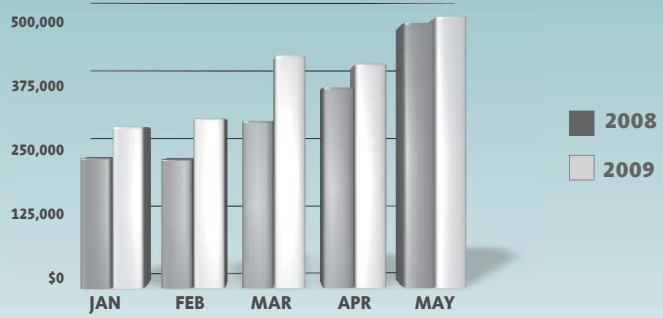
Percentages Shown Are Percent Change From Previous Year



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

UNIQUE *User Sessions*



	2008	2009	Change
JAN	217,261	269,285	23.95%
FEB	215,092	283,597	31.85%
MAR	279,302	388,477	39.09%
APR	336,043	374,741	11.52%
MAY	443,963	454,265	2.32%

ADVERTISER *Referrals*



	2008	2009	Change
JAN	347,720	406,873	17.01%
FEB	358,112	459,712	28.37%
MAR	426,144	588,396	38.07%
APR	505,598	525,240	3.88%
MAY	614,243	637,311	3.76%

YEAR OVER YEAR

YTD Referral Click % Change*

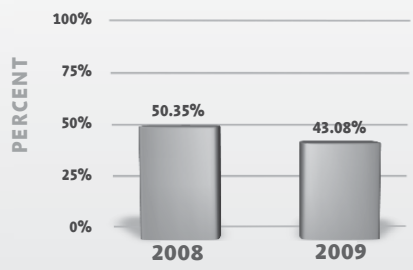
Category	% Change
Lodging	+21.34%
Amusements	-6.39%
Theaters	+6.04%
Dining	+52.99%
Shopping	+58.64%
Watersports	+114.16%
Weddings	+22.09%
Golf	+23.46%
Additional Services	+49.08%

* Jan. 1 - May 31

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

OCCUPANCY PERCENT PER ROOM WEEK*

(April 26, 2009 - June 6, 2009)

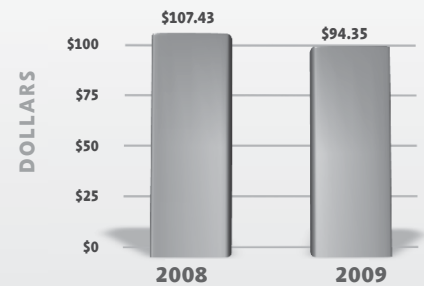


	Jan	Feb	Mar	Apr	May	Jun
2009	29.54%	40.09%	49.82%	52.82%		
2008	32.12%	49.96%	55.21%	54.75%	58.93%	72.96%
2007	34.01%	53.01%	64.18%	69.10%	60.85%	74.59%

	Jul	Aug	Sept	Oct	Nov	Dec
2009						
2008	83.39%	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*

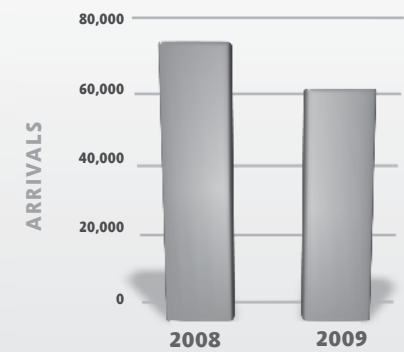
(April 26, 2009 - June 6, 2009)



	Jan	Feb	Mar	Apr	May	Jun
2009	\$55.45	\$67.68	\$81.07	\$97.33		
2008	\$58.54	\$73.02	\$82.28	\$99.05	\$111.84	\$145.72
2007	\$55.95	\$71.90	\$83.84	\$98.29	\$116.61	\$144.34

	Jul	Aug	Sept	Oct	Nov	Dec
2009						
2008	\$159.59	\$125.09	\$83.14	\$77.98	\$69.80	\$59.92
2007	\$162.96	\$129.77	\$93.15	\$76.80	\$68.82	\$59.20

MARCH AIRPORT ARRIVALS



	2008	2009	Change
Arrivals	72,295	60,832	-15.9%

*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.

Planner's perspective

The following article appeared in the June 2009 issue of Meetings South, a magazine that delivers news, features and destination information on the southern United States, Caribbean and Islands, and Mexico meeting markets. More than 22,000 qualified planning professionals who hold meetings in these regions read Meetings South for hotel, conference and convention facility updates, industry news and planning insights.

Jo Anne Mims

Convention/Meetings Manager; Associated Locksmiths of America and Safe and Vault Technicians Association; Dallas

Describe your event. Our event was an annual convention of the Safe and Vault Technicians Association in March (SAFETECH 2009). We had 350 members in attendance from over 40 countries. We are an international association, so attendees came from as far away as Papua New Guinea, Guam, Singapore, Sweden and Norway. The purpose of the meeting is educational training and we put on a trade show featuring new products. We were based at the Sheraton Myrtle Beach Convention Center Hotel.

Why did you decide to host the meeting in Myrtle Beach? We wanted a location in the South for the nice weather. It was also important that the location have a lot [for attendees] to do, and Myrtle Beach fit the bill.

What surprised you the most about Myrtle Beach? The ease of getting around the city was a surprise and the convenience of the airport [location].

What did your attendees seem to enjoy the most about the city? The attendees truly enjoyed the nightlife that the area offered, from the stroll down to the beach area to the easy walk over to Broadway at the Beach. Attendees enjoyed Jimmy Buffet's Margaritaville and the Hard Rock Cafe Myrtle Beach.

What were some of the unique off-site venues that you used for events or meetings? Our grand finale banquet was held at Dolly Parton's Dixie Stampede. Our international attendees especially enjoyed the music and history the show had to offer.

Was anybody particularly helpful at a venue or property? All of the staff at the hotel and convention center was very friendly and always ready to help with any need we had. From the loading dock staff to the banquet setup folks, everybody was very friendly.

Would you return? Yes. We are planning to return to Myrtle Beach in 2012. The Sheraton Myrtle Beach Convention Center Hotel is the perfect venue for us. We love the city, and our attendees will be excited to return.

Vacation Guide, Continued From CVB Insider Cover

Specific membership packages have been developed for lodging members, dining members, golf members, and activities and services members. Members can view these packages at MyrtleBeachAreaChamber.com.

Important Dates

Ad Sales Close: Aug. 14, 2009

Payment Due: Aug. 19, 2009

Coupons Due: Sept. 9, 2009, by 2 p.m.

Ad Materials Due: Oct. 1, 2009, by 2 p.m.

Contact Information

Scott Head, advertising sales manager

(843) 916-7277 or Scott.Head@VisitMyrtleBeach.com

Learn More: MyrtleBeachAreaChamber.com

Where in the world is the CVB?

July 11-14

Meeting Professionals
International –
World Education Congress

Salt Lake City, UT

The CVB is busy this month welcoming
35 groups with 3,916 attendees.

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.