

INSIDER

September 2009

visit
MYRTLE BEACH
SOUTH CAROLINA

FALL ADVERTISING CAMPAIGN *in full swing*

by Scott Schult, executive vice president of marketing

The 2009 fall advertising campaign is well underway positioning the Myrtle Beach area as the perfect choice for an affordable fall vacation getaway. Coming off a very strong summer campaign led by a very successful TV component, we are leveraging a new 60-second TV spot to continue to showcase the destination as a diverse area. The TV spot features a variety of experiences to target a broad range of potential visitors, including empty nesters, golfers, retirees, couples, singles, families and more. This will be the largest and most geographically diverse fall campaign that we have ever implemented. We aim to feature the Myrtle Beach area as the right choice for a weekend getaway, a vacation with friends, girlfriend getaway, golf trip or family weeklong trip; research has demonstrated that families will remove school-aged children from their classrooms for a family getaway.

Airing in more than 40 markets that began in mid-August with a duration of six to eight weeks, the campaign is positioned to reach visitors in the best drive markets (six hours or less) as well as significant direct flight markets.

In addition to TV, a fully integrated online advertising effort is under way. With targeted online placements in key TV markets that include local news Web sites, we are able to expand our reach and improve our overall results. Through geo-targeted pay-per-click ads on Google, Yahoo and MSN/Bing, internal and external partner e-mail

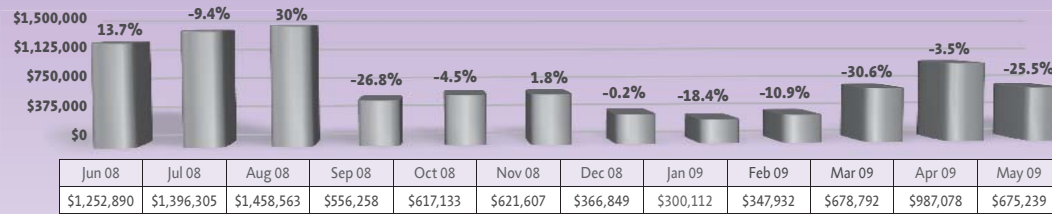
distribution, and online display placements on regional sites, we are aiming to create incremental awareness and stimulate demand for fall travel to the Myrtle Beach area.

We will keep you updated on our progress and will soon turn our efforts to creating a regional holiday campaign to promote the destination through the end of the year. We look forward to featuring our incredible live entertainment venues, unique shopping and diverse restaurants in this campaign.

Please stay tuned for additional information and upcoming public meetings that we are planning to help you stay informed on all that we are doing. As always, please contact me with any thoughts you may have as we work hard to generate visitation to the market – Scott Schult, executive vice president of marketing, Scott.Schult@VisitMyrtleBeach.com or (843) 916-7298.

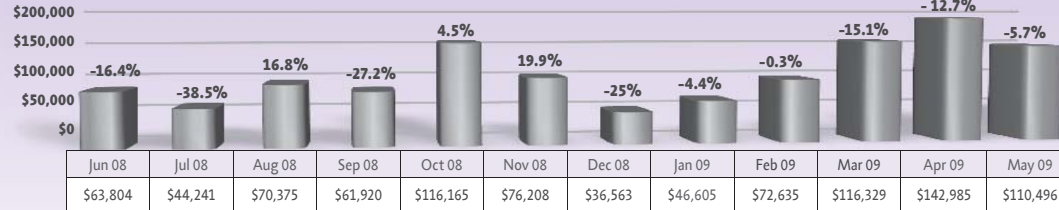


HORRY COUNTY ADMISSIONS TAX

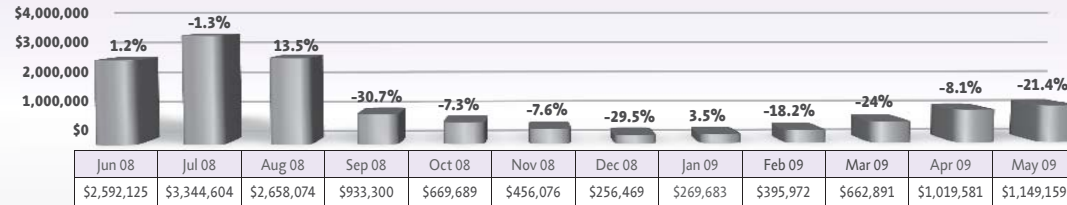


Percentages Shown Are Percent Change From Previous Year

GEORGETOWN COUNTY ADMISSIONS TAX

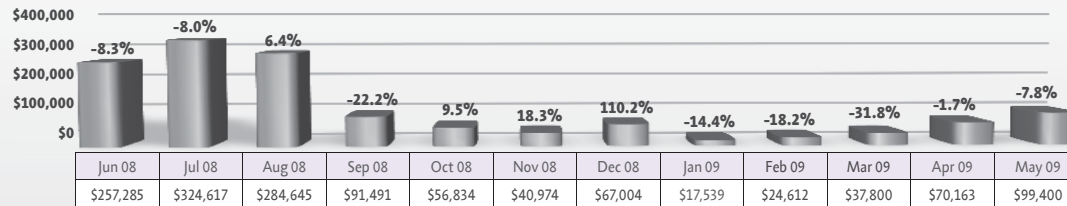


HORRY COUNTY ACCOMMODATIONS TAX COLLECTION

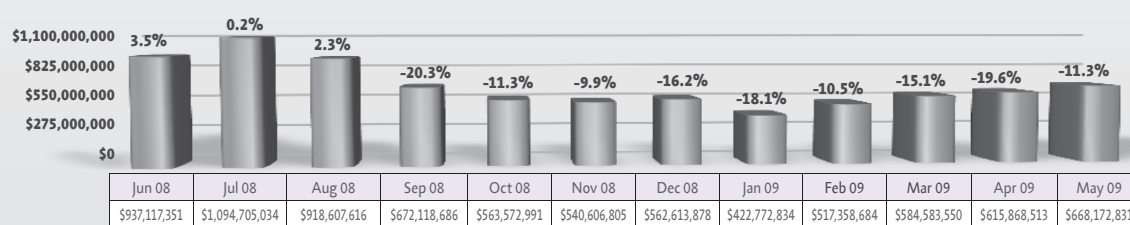


Percentages Shown Are Percent Change From Previous Year

GEORGETOWN COUNTY ACCOMMODATIONS TAX COLLECTION

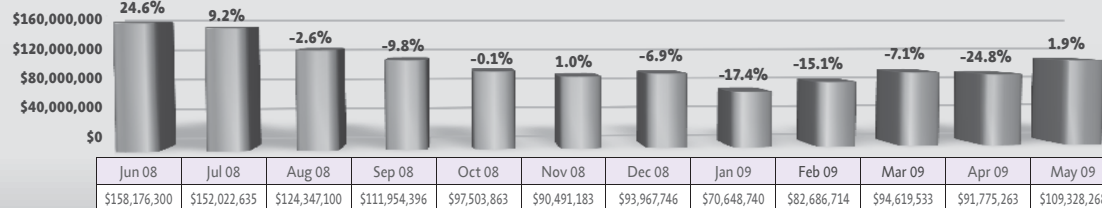


HORRY COUNTY GROSS RETAIL SALES



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

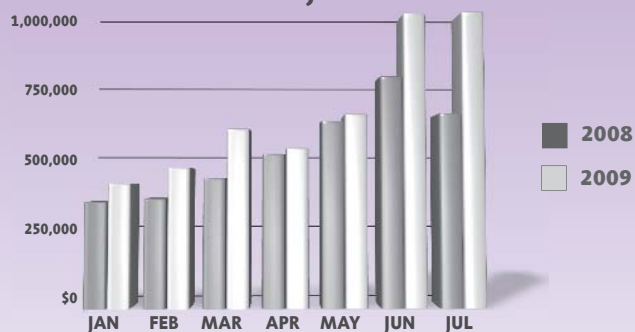
UNIQUE *User Sessions*



	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%					
2009	661,649					
2008	390,805					

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%					
2009	979,218					
2008	638,973					

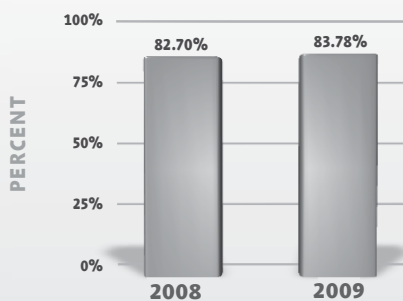
YEAR OVER YEAR YTD Referral Click % Change*

Category	% Change
Lodging	+31.75%
Amusements	+4.97%
Theaters	+9.62%
Dining	+52.12%
Shopping	+55.59%
Watersports	+155.10%
Weddings	+24.89%
Golf	+28.49%
Additional Services	+39.15%

* Jan. 1 - July 31

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

OCCUPANCY PERCENT PER ROOM WEEK* (June 28, 2009 - Aug 8, 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						
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%

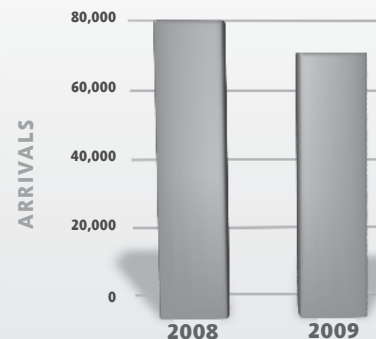
AVERAGE DAILY RATE PER ROOM WEEK* (June 28, 2009 - Aug 8, 2009)



	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						
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

MAY AIRPORT ARRIVALS



	2008	2009	Change
Arrivals	79,198	70,788	-10.6%

*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.

2009 SEASON OF CELEBRATION

holiday guide

Time is running out to secure ad space in the Myrtle Beach Area Chamber of Commerce 2009 Season of Celebration holiday guide.

Details

Myrtle Beach Holiday Guide

- 4/4 color guide
- 8 x 10
- 60# coated stock

First come, first serve. Limited space available – chamber members only.

More than 1.1 million copies distributed as a newspaper insert in strategic markets in NC, SC, TN and VA, within drive-time distance of Myrtle Beach.

Distribution: November 2009

Chamber Member Ad Details

Full-color, 3.75" wide x 4.5" high
Ad Cost: \$3,800

Ad Sales Close: Sept.10
Artwork Deadline: Sept. 17

For more information on this and many other advertising opportunities, contact Visit Media at (843) 655-4331 or (843) 839-2424.



REGISTER TODAY

All Myrtle Beach Area Chamber of Commerce/CVB members are invited to attend the Marketing Council luncheon and meeting on Wednesday, Sept. 23 at noon at the Crown Reef Resort Conference Center, 2913 S. Ocean Blvd., Myrtle Beach. John Pelletier from Equation Research will provide a presentation on research that gauges fall travel trends. Taylor Damonte from Coastal Carolina University will provide an economic update on the summer tourist season. Following the presentation there will be a question and answer session. Register online at MyrtleBeachAreaChamber.com, click on Events Calendar at top of page.

Where in the world is the CVB?

Aug. 28- Sept. 1	2009 Student Youth Travel Association	Norfolk, VA
Sept. 9-10	Affordable Meetings National	Washington, D.C.,
Sept. 16	PYM Live Event (Plan Your Meetings)	Atlanta, GA.

CVB-Group Sales is busy this month welcoming 18 groups with 1,905 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.