

INSIDER

February 2010

2010 MARKETING UPDATE

by Scott Schult, executive vice president of marketing

As we begin another new year and new marketing cycle, our objective remains clear: Continue to build destination awareness to stimulate travel demand while grabbing market share from the competition.

We have started aggressively out the gate with a television campaign that began Dec. 26 and will run through Jan. 31. Our aim is to start early and finish strong, along the way, increasing our awareness levels along with leads and visitation to membership. As demonstrated by a few of the charts, we are expecting to effectively manage our marketing investments so the destination can be promoted on TV every day of the week through the end of June.

Another significant focus for TV engagement will work to raise awareness of direct air service markets to the Myrtle Beach area and the carriers that fly these routes. The Myrtle Beach Area Convention and Visitors Bureau continues to maximize its efforts in forming and further developing marketing partnerships with the carriers to increase utilization and visitation to the destination.

All in all, our primary TV period from mid-February through June will reach out to about 70 markets with our umbrella messaging strategically positioned against families with a strong undertone of value and affordability. Beyond the umbrella messaging we are working feverishly to develop content and programming to attack many niche markets. Examples include girlfriend getaways, couples, boomers, RV/campground, fishing, etc. We want to be sure to resonate with many folks that may not be

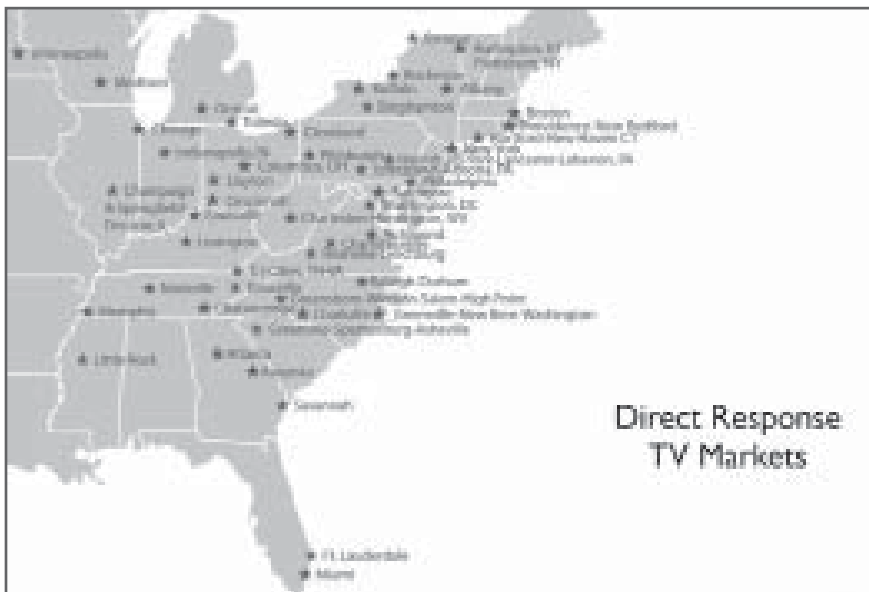


exposed to, or respond to, our traditional 60 second TV spots so delving into specific groups and lifestyle segments will aid us significantly in this task.

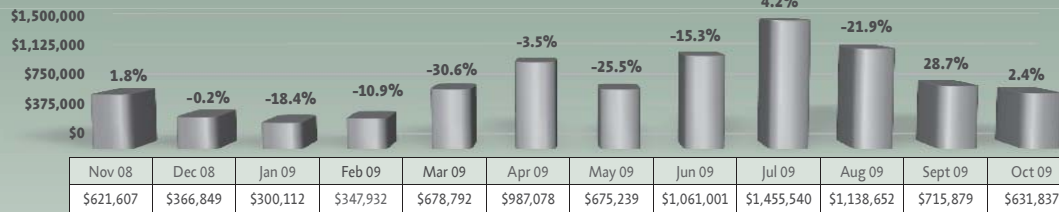
When you put all the TV programming together and then layer integrated online advertisements with comparable messaging and target markets, we see an amplified response that delivers increased traffic to our Web site and referrals to membership. The Web also affords us an incredible universe in which to fully disseminate targeted niche communications to reach unique groups of potential visitors that can travel to the Myrtle Beach area outside of the family season.

With video distribution and viewership growing at astounding rates, we are aligning video creative to help us more fully communicate the diverse experience the beach affords. The Web will

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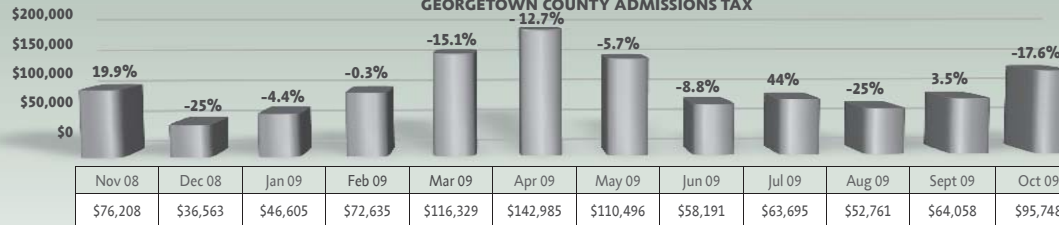


HORRY COUNTY ADMISSIONS TAX

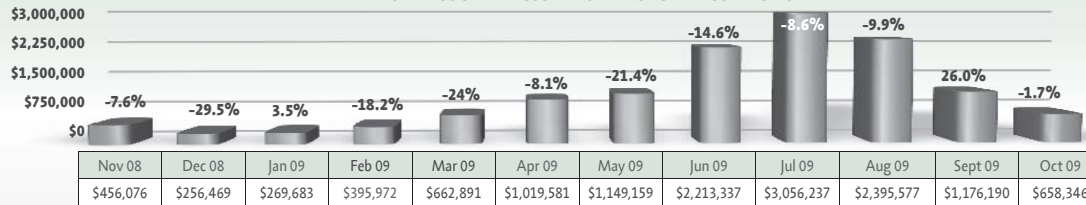


Percentages Shown Are Percent Change From Previous Year

GEORGETOWN COUNTY ADMISSIONS TAX

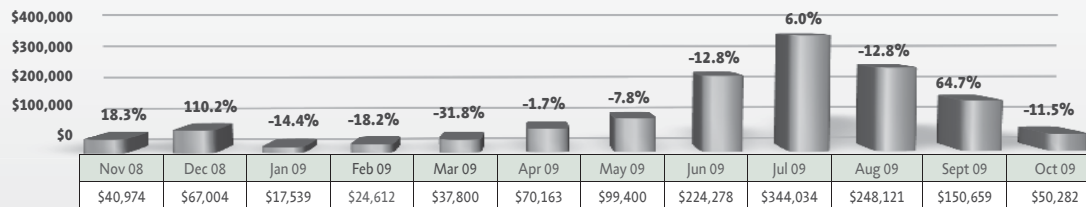


HORRY COUNTY ACCOMMODATIONS TAX COLLECTION

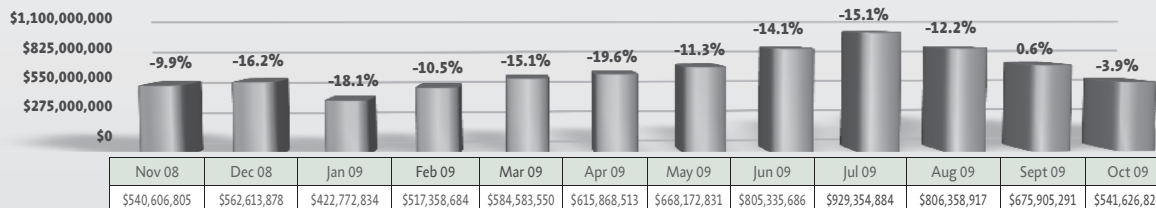


Percentages Shown Are Percent Change From Previous Year

GEORGETOWN COUNTY ACCOMMODATIONS TAX COLLECTION

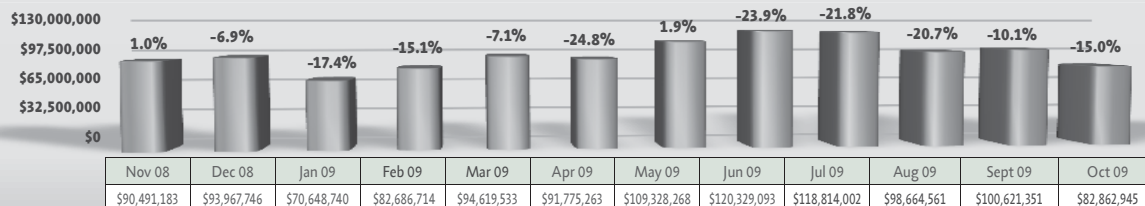


HORRY COUNTY GROSS RETAIL SALES



Percentages Shown Are Percent Change From Previous Year

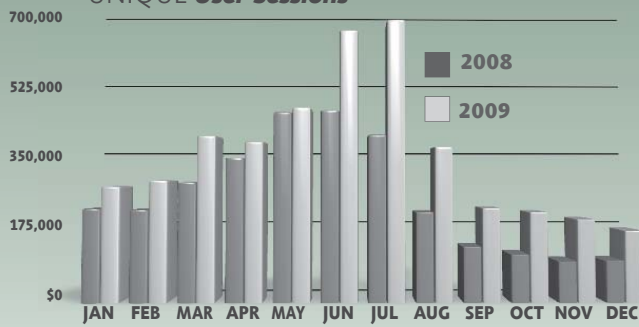
GEORGETOWN COUNTY GROSS RETAIL SALES



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

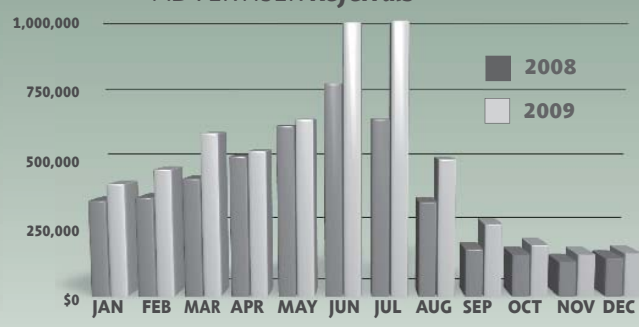
UNIQUE *User Sessions*



	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%	72.76%	70.36%	88.55%	102.12%	72.76%
2009	661,649	362,303	219,612	209,757	193,073	166,664
2008	390,805	209,719	128,911	111,249	95,522	96,469

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%	21.80%	12.83%
2009	979,218	495,876	263,319	185,891	152,652	156,839
2008	638,973	343,499	170,706	152,476	125,329	139,006

YEAR OVER YEAR

YTD Referral Click % Change*

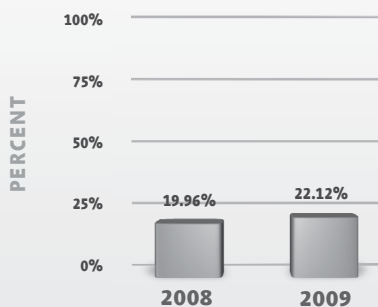
Category	% Change
Lodging	+34.40%
Amusements	+8.57%
Theaters	+26.15%
Dining	+60.85%
Shopping	+48.91%
Watersports	+156.18%
Weddings	+24.97%
Golf	+38.43%
Additional Services	-11.00%

*Jan. 1 - Dec. 31

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

OCCUPANCY PERCENT PER ROOM WEEK*

(*November 28, 2009 - January 9, 2010)

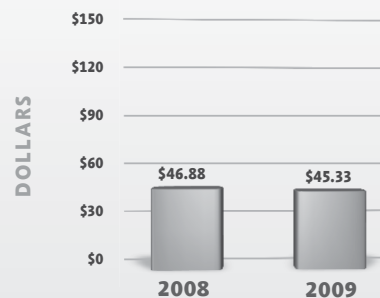


	Jan	Feb	Mar	Apr	May	Jun
2009	29.54%	40.09%	49.82%	52.82%	50.13%	67.79%
2008	32.12%	49.96%	55.21%	54.75%	45.91%	65.42%
2007	34.01%	53.01%	64.18%	69.10%	60.85%	74.59%

	Jul	Aug	Sept	Oct	Nov	Dec
2009	66.49%	65.31%	59.23%	56.82%		
2008	70.42%	73.73%	40.26%	51.23%	39.88%	25.22%
2007	82.94%	75.78%	62.40%	54.25%	39.86%	24.74%

AVERAGE DAILY RATE PER ROOM WEEK*

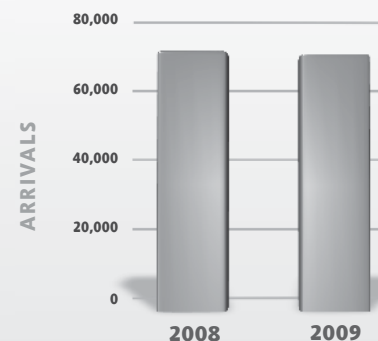
(*November 28, 2009 - January 9, 2010)



	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	\$94.04	\$74.28		
2008	\$119.48	\$125.09	\$71.82	\$69.97	\$69.80	\$59.92
2007	\$162.96	\$129.77	\$93.15	\$76.80	\$68.82	\$59.20

OCTOBER AIRPORT ARRIVALS



	2008	2009	Change
Arrivals	68,572	67,749	-1.2%

*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

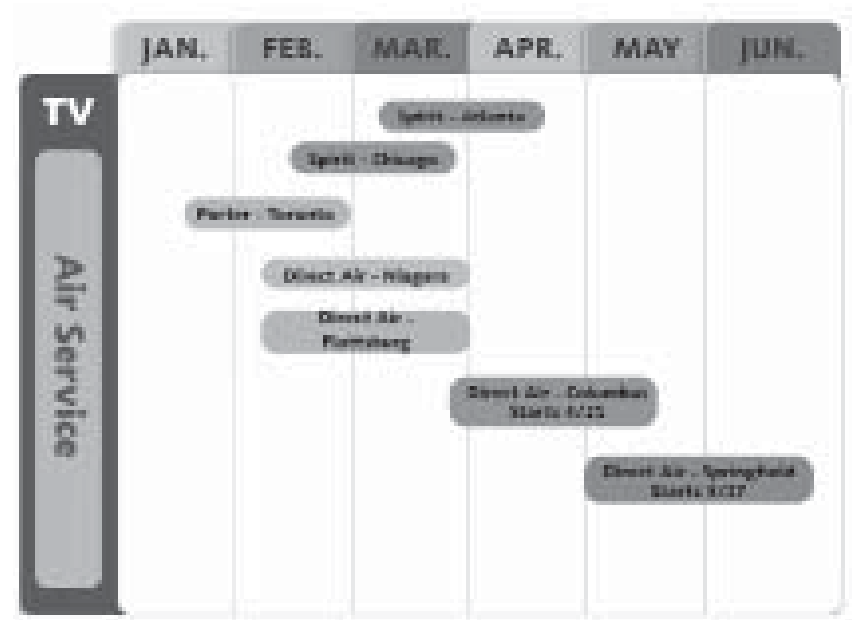
By sending us your weekly numbers, you will be providing valuable data that helps us to keep updated information. For more information, please contact Dr. Taylor Damonte, director of Clay Brittain, Jr. Center for Resort Tourism at Coastal Carolina University, tdamonte@coastal.edu.

MARKETING UPDATE, Continued From Cover Page

effectively allow us to market these experiences in video form beyond basic YouTube exposure to provide integration into relevant content across key consumer sites. With the advanced measuring capabilities that the technology delivers, we can be very effective and nimble with our implementations and executions.

In addition to the continued expansion and integration of our television and Web advertising efforts, PR and publicity are at the forefront of many of our efforts in 2010 as we move forward in developing partnerships to increase results. Please stay tuned as we look forward to sharing several noteworthy announcements in the months ahead. In the meantime, you'll find our media efforts on the offensive in the first quarter as we go to New York, Boston, Atlanta and D.C. to connect and influence media to tout the Myrtle Beach experience to their audience. Final numbers have not yet been tabulated for 2009, however we know that the value of our media efforts exceeded \$20 million for the year and we'll improve on that in 2010.

As you go about operating your business this year, please feel free to reach out to us with marketing ideas to help us in our efforts in promoting the Grand Strand. We look forward to working in partnership with you and finding cooperative efforts that can maximize marketing investment. We are also committed to improving the information pipeline with you through posting detailed data and content to MyrtleBeachAreaMarketing.com. We hope this proves to be a good resource for you and keeps you up to date on the efforts that we're working on improve our tourism industry.

*Where in the world is the CVB?*

Feb. 7-9	Bank Travel	Milwaukee, WI
Feb. 11-12	Georgia Meeting Professionals International	Atlanta, GA
Feb. 22-24	Southeast Marketplace	Atlanta, GA
Feb. 23-27	United Motorcoach Association	Las Vegas, NV
Feb. 25	Destinations Showcase Washington	Washington, D.C.

CVB-Group Sales is busy this month welcoming four groups with 1,700 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.