

Survey Results & Analysis of the 2007 Stay & Play® Survey

Executive Summary

This report contains a detailed statistical analysis of the results to the survey titled *2007 Stay & Play® Survey*.

Responses Received: 3897

Which answer best describes your plans to visit the Myrtle Beach area for an upcoming vacation?

Response	Count	Percent
I will travel to the Myrtle Beach area soon and have made my reservation.	985	25.3%
I am planning to travel to the Myrtle Beach area soon but have not made my reservation.	1330	34.2%
I may be traveling soon and am considering Myrtle Beach as a possible destination.	1329	34.2%
I do not have plans to travel to Myrtle Beach anytime soon.	245	6.3%

During which season will you be coming to the Myrtle Beach area for vacation?

Response	Count	Percent
Winter (January, February)	91	2.3%
Spring (March, April, May)	611	15.7%
Summer (June, July, August)	1294	33.2%
Fall (September, October)	582	14.9%
Holidays (November, December)	94	2.4%

How far in advance did you make your decision to travel to the Myrtle Beach area?

Response	Count	Percent
1-2 weeks	187	8.1%
3-4 weeks	201	8.7%
1-2 months	476	20.7%
3-4 months	516	22.4%
5-6 months	276	12.0%
6+ months	647	28.1%

How many trips are you planning to the Myrtle Beach area in 2007?

Response	Count	Percent
1	1416	61.8%
2	650	28.3%
3	138	6.0%
4+	89	3.9%

Did you decide to take a vacation to the Myrtle Beach area before you ordered the 2007 Stay & Play® vacation guide?

Response	Count	Percent
Yes	2062	89.1%
No	251	10.9%

Was the Stay & Play® guide useful in planning your vacation to the Myrtle Beach area?

Response	Count	Percent
Yes	2137	93.0%
No	161	7.0%

Please check off all the ways you used the Stay & Play® guide to plan your vacation?

Response	Count	Percent
Select accommodation	1477	37.9%
Select theaters/shows	1014	26.0%
View map	1647	42.3%
Select restaurants	1425	36.6%
Select shopping venues	1050	26.9%
Select amusement venues	1061	27.2%
Select golf courses	290	7.4%
Select historical/cultural venues	541	13.9%
Other	0	0.0%

What other vacation destinations are you considering?

Response	Count	Percent
Virginia Beach, VA	340	8.7%
Outer Banks, NC	302	7.7%
Fort Walton, FL	44	1.1%
Florida Keys, FL	232	6.0%
Savannah, GA	162	4.2%
Gatlinburg-Pigeon Forge, TN	317	8.1%
Branson, MO	106	2.7%
Orlando, FL	386	9.9%
Hilton Head Island, SC	251	6.4%
Charleston, SC	212	5.4%
Other	0	0.0%

Which of the following factors will impact your vacation decision?

Response	Count	Percent
Closer to home	238	6.1%
Family illness	128	3.3%
Rising fuel prices	556	14.3%
Time availability	454	11.6%
Decrease in disposable income	273	7.0%
Unemployment	63	1.6%
Increased credit card debt	81	2.1%
Increased debt (other than credit cards)	88	2.3%
Weather (threat of hurricanes or tornadoes)	372	9.5%
None of these	251	6.4%

When reserving your vacation accommodations, which of the following is most likely to apply?

Response	Count	Percent
I will call the property's toll-free number	1604	44.4%
I will book my reservation through the property's website	1086	30.0%
I will book my reservation online through a travel engine (Expedia, Travelocity, Hotels.com, etc.)	448	12.4%
I will call my local travel agent	104	2.9%
I will not make reservations in advance, just reserve a room when I arrive	180	5.0%
Other	193	5.3%

When was the last time you visited the Myrtle Beach area for a vacation?

Response	Count	Percent
Earlier this year (i.e. 2007)	357	9.8%
Last year (i.e. 2006)	1094	30.0%
2-5 years ago (i.e. 2001-2005)	818	22.5%
More than 5 years ago (i.e. before 2000)	451	12.4%
Never visited	923	25.3%

We are sorry to hear that you will not be vacationing in the Myrtle Beach area in 2007, could you please indicate why?

Response	Count	Percent
Financial reasons	123	3.2%
Family illness	12	0.3%
Time availability	66	1.7%
Looking for a new experience	12	0.3%
Other	0	0.0%

Which state do you reside in?

Response	Count	Percent
North Carolina	652	17.60%
Ohio	430	11.60%
Pennsylvania	419	11.30%
Virginia	308	8.30%
New York	241	6.50%
West Virginia	197	5.30%
South Carolina	188	5.10%
Tennessee	180	4.90%
Georgia	146	3.90%
Kentucky	137	3.70%
Indiana	122	3.30%
New Jersey	99	2.70%
Michigan	72	1.90%
Maryland	67	1.80%
Florida	58	1.60%
Illinois	50	1.40%
Connecticut	36	1.00%
Massachusetts	38	1.00%

Wisconsin	26	0.70%
Texas	22	0.60%
Alabama	18	0.50%
Arkansas	19	0.50%
Missouri	19	0.50%
Maine	16	0.40%
Minnesota	13	0.40%
California	12	0.30%
Colorado	10	0.30%
New Hampshire	12	0.30%
Oklahoma	11	0.30%
Iowa	7	0.20%
Kansas	6	0.20%
Louisiana	9	0.20%
Rhode Island	6	0.20%
Vermont	6	0.20%
Washington	7	0.20%
Alaska	2	0.10%

Arizona	5	0.10%
Delaware	3	0.10%
D.C.	2	0.10%
Idaho	2	0.10%
Mississippi	4	0.10%
Nebraska	3	0.10%
Nevada	3	0.10%
North Dakota	2	0.10%
Oregon	5	0.10%
South Dakota	4	0.10%
Wyoming	3	0.10%
Hawaii	1	0.00%
Montana	0	0.00%
New Mexico	0	0.00%
Utah	1	0.00%

Have you visited our website www.visitmybeach.com?

Response	Count	Percent
Yes	2064	53.3%
No	1810	46.7%

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