

**Myrtle Beach Area Chamber of Commerce 300+ Mile Survey**  
**Conducted by Equation Research**  
**December 15-27, 2006**

**Executive Summary**

The objective of the survey was to measure attitudes and awareness of the Myrtle Beach area in visitors 300+ miles away. A total of 1,201 responses were recorded from this survey that had been given to people 18 years of age and older that live in NY, NJ, OH, PA, TN, and KY. Respondents that have taken 1 or more leisure trips in the past 12 months and are the household decision-maker for vacations were chosen at random to complete the survey.

**Past Travel Patterns**

- In the past 12 months 43.8% have taken 2-3 leisure overnight trips.
- 64.5% have visited Myrtle Beach over any other U.S. vacation destination in the past 5 years.
- 63.1% have visited Myrtle Beach over any other U.S. vacation destination in the past 2 years.
- 44.0% stated that time availability has impacted their leisure vacation plans in the past 12 months, and 42.5% stated that rising fuel prices have also impacted their vacation plans.
- Compared to previous years, 55.5% said their general travel patterns have stayed the same in the past year, and 25.9% have said that their patterns have decreased. 67.8% of respondents that have decreased their travel patterns cut back by planning fewer trips, 39.2% have vacationed closer to home, and 38.9% have stayed fewer nights on their trips.

**What travelers are looking for in a vacation destination?**

- 78.2% said that Beaches is the phrase that would apply to their ideal vacation or leisure destination.
- 89.5% stated that good value is the most important item when selecting a vacation destination.
- 84.5% stated that going to the beach is a top activity they enjoy while on vacation, and 74.2% said shopping.
- 61.1% of respondents stated that they would most like to visit Myrtle Beach as their first choice U.S. vacation destination, 34.9% stated they would like to visit Orlando, and 21.2% of respondents stated that they would like to visit the Outer Banks.

**Travel Habits**

- 41.4% normally travel as a family including children for leisure trips.
- 78.1% stay in a hotel or motel when they are on leisure trips.
- 57.0% have stated that the price of gasoline has **not** impacted their family's leisure travels this year, and 43.0% stated it has.

**Myrtle Beach**

- 76.4% have vacationed in Myrtle Beach and 23.6% that have not.
- In the past 5 years, 29.6% have vacationed 2-3 times in Myrtle Beach.
- 89.1% stated vacationing in Myrtle Beach is money well spent, and 88.5% said Myrtle Beach has a good overall value for the money.
- 84.3% stated that the beach was what attracted them to the Myrtle Beach area for their last visit.
- 72.9% were very satisfied with their most recent visit to Myrtle Beach.
- 61.1% best describes the cost of a vacation in Myrtle Beach as about average.
- 60.5% spent about the same amount of money compared to previous trips while vacationing in Myrtle Beach.
- 49.6% are very likely visit the Myrtle Beach area in the next two years.
- 55.2% rated Myrtle Beach as a great place to visit for a leisure trip or vacation.
- 37.3% visit Myrtle Beach every couple of years.
- 33.8% have stayed 7 nights on their last overnight leisure trip to Myrtle Beach.
- 19.9% vacationed in the month of August their last trip to Myrtle Beach.