

Myrtle Beach Area Chamber of Commerce Atlanta Quantitative Survey
Conducted by Equation Research
March 7-14, 2007

Executive Summary

The objective of the survey was to measure attitudes and awareness of the Myrtle Beach area in the Atlanta, GA. A total of 408 responses were recorded from this survey that had been given to people 18 years of age and older that live in Atlanta DMA, have taken 1 or more leisure trips in the past 12 months, and are the household decision-makers for vacations.

Past Travel Patterns

- In the last 12 months, 43.4% have taken 2-3 leisure overnight trips.
- 64.0% usually take a family vacation each year.
- 40.9% most frequently travel as a couple. 31.4% frequently travel as a family including children.
- 29.7% typically began planning a vacation of 2-3 nights, 3-4 weeks in advance.
- 34.3% typically began planning a vacation of 4-5 nights 3-4 months in advance, and 34.8% began planning a vacation of 6-7 nights 3-4 months in advance.

What they are looking for in a vacation destination?

- 91.4% rated good value as the most important attribute when selecting a vacation destination, 88.0% rated affordability as the most important, and 85.8% rated attractive climate as the most important attribute.
- For a 2-3 night vacation, 89.5% ranked price as the most important factor, 62.7% then ranked availability, and then 51.7% ranked weather as most important.
- For a 4-5 night vacation, 90.9% ranked price as the most important factor, 57.8% then ranked availability, and then 46.3% ranked weather as most important.
- For a 6-7 night vacation, 90.7% ranked price as the most important factor, 53.4% then ranked availability, and then 45.3% ranked weather as the most important.

Travel Patterns

- 91.2% use the internet for planning leisure vacations, and 65.2% use recommendations from family and friends.
- 77.5% like going to the beach while on vacation and 67.9% enjoy historical/cultural experiences.
- For a family vacation, 52.1% would most often travel in the summer and 38.3% typically stay 4-5 nights.
- For golf vacations, 41.2% would most often travel in the spring and 52.9% typically stay 2-3 night.
- For a couple's getaway, 31.5% would most often travel in the spring and 49.7% typically stay 2-3 nights
- For camping vacations, 39.7% would most often travel in the summer and 57.1% typically stay 2-3 nights.
- For friend's vacations, 38.7% would most often travel in the summer and 44.3% typically stay 2-3 nights.
- For shopping vacations, 33.3% would most often travel in the fall, and 46.7% typically stay 2-3 nights.
- For special occasion vacations, 26.2% would most often travel in the spring and 68.0% typically stay 2-3 nights.
- For motorcoach vacations, 54.5% would most often travel in the spring, 27.3% typically stay 8+ nights.
- For festivals and events vacations, 33.7% would most often travel in the summer and 58.7% typically stay 2-3 nights.
- For sports event/tournament vacations, 37.0% often travel in the fall and 58.7% typically stay 2-3 nights.
- For any other vacations, 29.3% would most often travel in the summer and 39.0% typically stay 2-3 nights

Myrtle Beach

- 34.3% are moderately familiar and last visited the Myrtle Beach area over 2 years ago.
- Among those who are at least slightly familiar with the Myrtle Beach area, 91.2% responded true to the statements Myrtle Beach has warm sunny weather in the spring and Myrtle Beach has four-star properties. Also, 89.9% responded true to the statement Myrtle Beach has a wide variety of shopping.
- Among those who are at least slightly familiar with the Myrtle Beach area, 82.3% rated the beaches the best attribute, while 82.0% rated the attractive climate the best attribute.