

**Myrtle Beach Area Chamber of Commerce
Myrtle Beach Index - conducted by Equation Research**

Wave 1 - February 2-9, 2007; Wave 2 - May 10-16, 2007; Wave 3 - October 8-12, 2007

Executive Summary

The objective of the surveys was to provide core tracking measures to monitor attitudes and travel preferences for the Myrtle Beach area. Each survey was administered to people 18 years of age and older that live in NY, NJ, OH, PA, VA, KY, NC, SC, WV, and GA. The SSI panel respondents were chosen at random to complete the surveys.

Travel Patterns

- In the last 12 months, 41% of Wave 1 respondents took 2-3 overnight trips, 44.4% of Wave 2 respondents took 2-3 overnight trips and 42% of Wave 3 respondents took 2-3 overnight trips.

- Which 3 U.S. vacation destinations would you like to visit most?**

	<u>Wave 1</u>	<u>Wave 2</u>	<u>Wave 3</u>
Myrtle Beach	28.4%	33.3%	27.5%
Orlando	33.6%	27.0%	29.0%
Outer Banks	22.2%	25.6%	21.3%

- Which factors have or might impact your vacation plans in the next 12 months?**

	<u>Wave 1</u>	<u>Wave 2</u>	<u>Wave 3</u>
Time availability	49.7%	43.2%	42.0%
Rising fuel prices	36.1%	60.5%	38.7%
Decrease in disposable income	42.0%	38.8%	43.6%

Myrtle Beach

- Which statement best describes how familiar you are with the MBA?**

	<u>Wave 1</u>	<u>Wave 2</u>	<u>Wave 3</u>
Visited in the last 2 years and are familiar	38.3%	23.0%	19.7%
Have heard of but not familiar with the MB area	35.5%	33.3%	32.9%

- When was the last time you vacationed in the MBA?**

	<u>Wave 1</u>	<u>Wave 2</u>	<u>Wave 3</u>
Between 2004 and 2006	54.8%	46.3%	29.7%
Between 2000 and 2003	22.6%	18.3%	17.8%
Before 2000	17.7%	27.6%	33.1%

- How interested are you in visiting the MBA?**

	<u>Wave 1</u>	<u>Wave 2</u>	<u>Wave 3</u>
Extremely	11.2%	8.6%	7.2%
Moderately	36.0%	39.9%	34.8%
Not at all	13.2%	10.6%	11.8%

- Respondents rated the Myrtle Beach area as excellent or above average for the following types of vacations.**

	<u>Wave 1</u>	<u>Wave 2</u>	<u>Wave 3</u>
Weekend getaway	55.5%	49.4%	49.2%
Golf vacation	52.0%	47.9%	49.3%
Annual family vacation	51.7%	49.0%	50.2%

- Respondents that agreed strongly or somewhat strongly with the following statements about the MBA.**

	<u>Wave 1</u>	<u>Wave 2</u>	<u>Wave 3</u>
MB is affordable	45.2%	52.1%	49.4%
MB is too pricey	24.9%	25.5%	27.9%
Good overall value for the money	44.2%	49.8%	48.7%

- How likely are you to take a trip to the MBA in the next 12 months?**

	<u>Wave 1</u>	<u>Wave 2</u>	<u>Wave 3</u>
Definitely consider visiting	26.5%	26.6%	25.0%
Probably consider visiting	34.0%	38.3%	31.6%
Probably not consider visiting	26.8%	18.9%	26.8%

- How has your travel plans changed from 2007 compared to 2006?**

	<u>Wave 1</u>	<u>Wave 2</u>	<u>Wave 3</u>
Will take the same number of trips	41.4%	26.1%	19.6%
Will take more trips	19.4%	16.3%	13.0%
Will take fewer trips and stay fewer nights	15.1%	16.0%	20.8%