

Myrtle Beach Area Chamber of Commerce Mid-West Regional Study
Conducted by Equation Research
June 6-15, 2007

Executive Summary

The objective of the survey was to provide core tracking measures to monitor attitudes and travel preferences of the Myrtle Beach area among five target regions. This survey was administered to people 18 years of age and older that live in IL, IN, MI, and KY. Respondents were chosen at random from the SSI panel.

Travel Patterns

- In the last 12 months, 46.7% have taken 2-3 overnight leisure trips.
- 88.1% stated the overall value for the money is extremely/very important when choosing a vacation destination and 76.5% stated accommodations are also important
- 65.4% stated the most important attribute to them when they chose a vacation destination is the overall value of the money, and 31.5% chose accommodations.
- Other than visiting family or friends, 61.4% enjoy visiting historical sites, 58.4% enjoy the beach, and 56.0% enjoy shopping.
- 60.3% find destination websites helpful, 54.0% find visitor guides or brochures helpful, and 49.3% find online booking sites helpful when planning for a vacation.
- 49.5% are not planning any one night vacations, and 22.4% plan to take only one, 1 night trip in 2007.
- 42.1% are not planning any two night trips, and 20.6% plan to take only one two night vacation in 2007.
- 43.2% are not planning any 3-4 night vacations, and 32.7% plan to take one 3-4 night vacation in 2007.
- 59.5% are not planning any vacations of 5-7 nights, and 27.1% are planning only one 5-7 night vacation in 2007.
- 67.4% are not planning any vacations of more than 7 nights, and 23.1% plan to take only one vacation of more than 7 nights in 2007.
- 55.2% typically start planning their vacations of 1 night less than 2 weeks in advance.
- 35.5% typically start planning their vacations of 2 nights 2-4 weeks in advance.
- 35.2% typically start planning their vacations of 3-4 nights, and 28.9% start planning their vacations of 5-7 nights 1-2 months in advance.
- 45.1% typically start planning their vacations of more than 7 nights more than 4 months before.
- 34.3% are willing to drive an unlimited distance for a 5-7 day vacation.
- 18.3% are willing to drive 6 hours for a 3-4 day vacation, and 18.2% are willing to drive 8 hours for a 3-4 day vacation.
- 35.9% stated summer is their favorite season for a 3-4 day getaway, and 47.3% stated summer is their favorite season for a 5-7 day vacation.
- 78.2% usually stay at a hotel or motel for leisure trips.
- 45.5% stated their travel plans for 2007 have stayed the same as compared to last year.
- 83.3% stated rising fuel prices have impacted or might impact their leisure vacation plans in the next 12 months.
- 50.0% stated decrease in disposable income might also impact their plans, and 33.8% stated time availability might also be a factor for vacation plans in the next 12 months.

Myrtle Beach

- 56.3% have heard of but are not familiar with the Myrtle Beach area.
- 55.7% have last vacationed in Myrtle Beach before 2000.
- 52.9% were very satisfied with their last visit to Myrtle Beach.
- Based on anything respondents have heard, seen, read, or experienced, 42.7% rate Myrtle Beach as a golf vacation, 37.2% rate Myrtle Beach as a weekend getaway, and 35.1% rate Myrtle Beach as an annual family vacation.
- 50.6% agreed Myrtle Beach has clean sandy beaches and 37.1% agreed Myrtle Beach is easy to get to when driving.
- 34.9% are moderately interested in visiting the Myrtle Beach area and 28.2% are slightly interested in visiting the Myrtle Beach area.