

**Myrtle Beach Chamber of Commerce Southern Regional Study
Usage and Attitude Survey
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 FL, GA, and AL. Respondents were chosen at random from the SSI panel.

Travel Patterns

- In the last 12 months, 40.6% have taken 2-3 overnight leisure trips.
- 87.1% stated the overall value for the money is extremely/very important when choosing a vacation destination and 81.0% stated accommodations are also important.
- 66.0% stated the most important attribute to them when they chose a vacation destination is the overall value of the money, and 28.7% chose accommodations.
- Other than visiting family or friends, 62.2% enjoy the beach, 60.9% enjoy visiting historical sites, and 57.4% enjoy shopping.
- 57.3% find destination websites helpful, 54.9% find online booking sites helpful, and 44.3% find visitor guides or brochures helpful when planning for a vacation.
- 55.2% are not planning any one night vacations, and 17.9% plan to take only 1 one night trip in 2007.
- 44.7% are not planning any two night trips, and 21.0% plan to take only one two night vacation in 2007.
- 43.0% are not planning on taking any 3-4 night vacations, and 31.1% plan to take one 3-4 night vacation in 2007.
- 52.7% are not planning any vacations of 5-7 nights, and 31.9% plan to take only one 5-7 night vacation in 2007.
- 62.5% are not planning any vacations of more than 7 nights, and 24.1% plan to take only one vacation of more than 7 nights in 2007.
- 61.0% typically start planning their vacations of 1 night, and 42.5% start planning vacations of 2 nights less than 2 weeks in advance.
- 33.8% typically start planning their vacations of 3-4 nights, and 27.3% start planning their vacations of 5-7 nights 1-2 months in advance.
- 37.0% typically start planning their vacations of more than 7 nights more than 4 months in advance.
- 23.0% are willing to drive 8 hours for a 3-4 day vacation, and 26.1% are willing to drive an unlimited distance for a 5-7 night vacation.
- 39.0% stated spring is their favorite season for a 3-4 day getaway, and 43.6% stated summer is their favorite season for a 5-7 day vacation.
- 78.7% usually stay at a hotel or motel for leisure trips.
- 51.7% stated their travel plans for 2007 have stayed the same as compared to last year.
- 72.2% stated rising fuel prices have impacted or might impact their leisure vacation plans in the next 12 months.
- 58.5% stated decrease in disposable income might also impact their plans, and 37.1% stated time availability might also be a factor for vacation plans in the next 12 months.

Myrtle Beach

- 42.3% have heard of but are not familiar with the Myrtle Beach area.
- 56.9% have last vacationed in Myrtle Beach before 2000.
- 45.4% were very satisfied with their last visit to Myrtle Beach.
- Based on anything respondents have heard, seen, read, or experienced, 45.8% rate Myrtle Beach as a weekend getaway, 39.1% rate Myrtle Beach as a golf vacation, and 37.9% rate Myrtle Beach as an annual family vacation.
- 52.0% agreed Myrtle Beach is easy to get to when driving and 51.8% agreed Myrtle Beach has clean sandy beaches.
- 34.3% are moderately interested in visiting Myrtle Beach and 25.3% are slightly interested in visiting the Myrtle Beach area.