

Myrtle Beach Chamber of Commerce within 300 Miles Survey
Conducted by Equation Research
September 18-27, 2006

Executive Summary

The objective of the survey was to study attitudes and awareness of the Myrtle Beach area of visitors within 300 miles. A total of 972 responses were recorded from this survey that had been given to people 18 years of age and older that live in NC, NJ, OH, PA, VA, and GA. 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 42.4% have taken 2-3 overnight leisure trips.
- In the past 5 years, 26.7% have vacationed 1 time in Myrtle Beach, and 23.8% have vacationed 2-3 times.
- 38.2% travel as a family including children for leisure trips.
- Compared to previous years, 54.7% stated that their travel patterns have remained the same in the past year, and 26.2% stated they have decreased. 71.8% of respondents that have decreased their travel patterns cut back by planning fewer trips, 44.7% have spent less on retail shopping in general, and 39.2% have vacationed closer to home.

What travelers are looking for in a vacation destination?

- Based on what respondents may have heard, seen, read, or experienced, 89.6% ranked the beaches as a leisure vacation destination, 84.7% for its attractive climate, and 79.6% for the outdoor activities.
- When selecting a vacation destination 89.8% stated that good value is important, and 88.6% stated that affordability is important.
- 81.7% go to the beach as an activity while they are on vacation, and 71.5% go shopping.
- 52.7% would like to visit Myrtle Beach most, 32.7% would like to go to Orlando, and 25.4% would like to visit the Outer Banks.

Travel Habits

- In the next 12 months, 71.3% have considered the beach as a type of leisure vacation to take.
- 81.9% lodge in a hotel or motel while on leisure trips.
- 50.6% stated that the price of gasoline **has** impacted their leisure travel this year, and 49.4% stated it has not. For the respondents that have to decrease their travel plans for any reason, 39.2% stated they would cut back first by spending less on retail shopping in general, 28.4 % would spend less on souvenirs, and 29.7% would stay at a less expensive hotel.

Myrtle Beach

- 86.2% stated that the beach was what attracted them to the Myrtle Beach area for their last visit
- 86.8% said Myrtle Beach has a good overall value for the money, and 86.7% stated Myrtle Beach is an affordable vacation destination.
- 70.1% have vacationed in the Myrtle Beach area, and 29.9% have not vacationed in Myrtle Beach.
- 65.4% were very satisfied with their most recent visit to Myrtle Beach.
- 60.5% best describes the cost of a vacation in Myrtle Beach as about average.
- 28.6% have stayed 7 nights on their last overnight leisure trip to Myrtle Beach, and 22.6% vacationed in the month of August on their last trip to Myrtle Beach
- 47.2% rated Myrtle Beach as a great place to visit for a leisure trip or vacation.
- 44.6% are very likely to visit the Myrtle Beach area in the next 2 years.