

Myrtle Beach Area Chamber of Commerce  
*dba Myrtle Beach Area CVB*

**Accountability Report**  
Presented to the City of Myrtle Beach

October 27, 2009



# OBJECTIVES

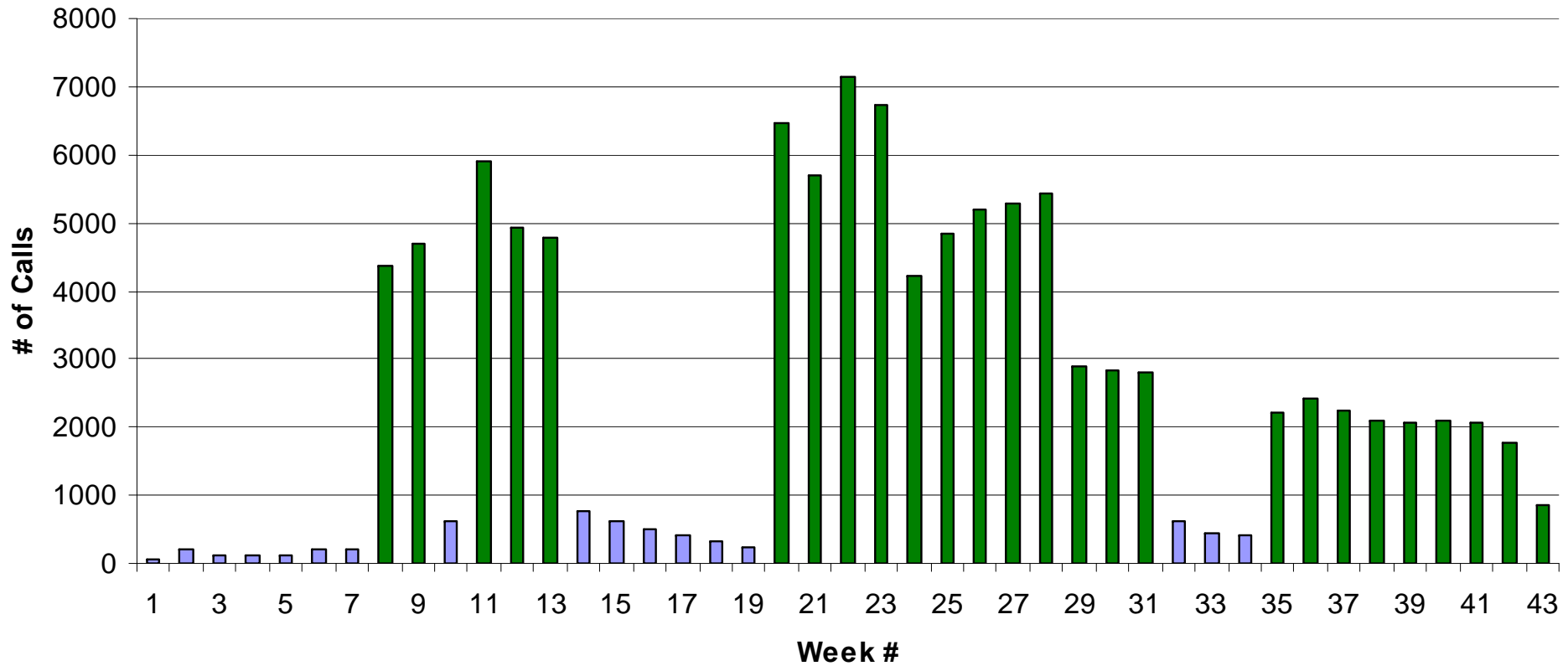
- Transparency
- Accountability
- Results

# Promotional Expenditures Since May 2009

	<b>REVENUES</b>
City of Myrtle Beach	\$0
Town of Surfside	\$0
Horry County	\$0
State of South Carolina	\$17,791
<hr/>	
	<b>Total \$17,791</b>
	<b>EXPENDITURES</b>
Internet	\$1,738,095
TV	\$2,163,953
Publicity & Promotion	\$182,235
Print	\$124,475
Outdoor	\$32,020
Research	\$112,883
Group/Convention Sales & Promotion	\$253,498
<hr/>	
	<b>Total \$4,607,159</b>

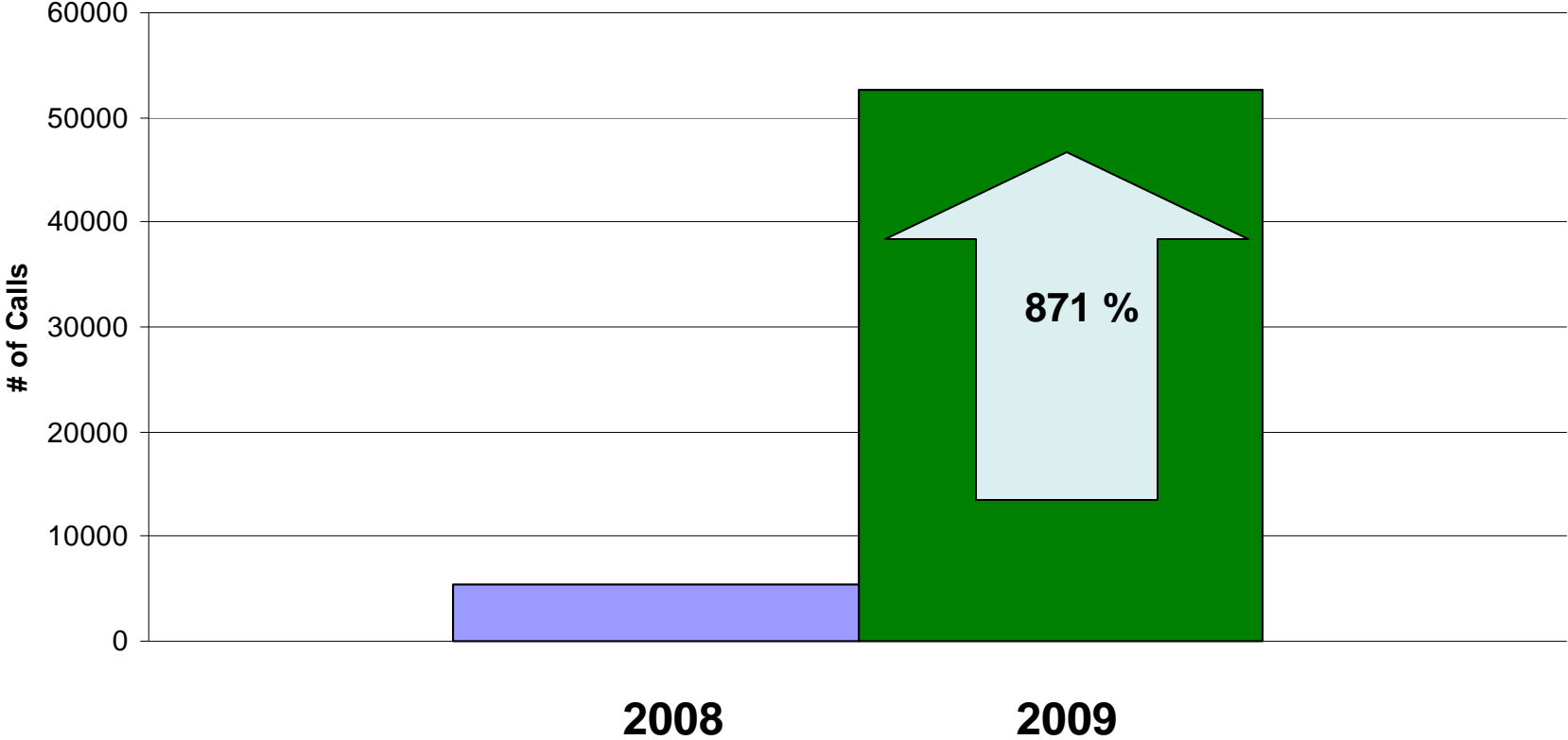
<b>*Net Difference (\$4,589,368)</b>
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# 2009 YTD Phone Calls

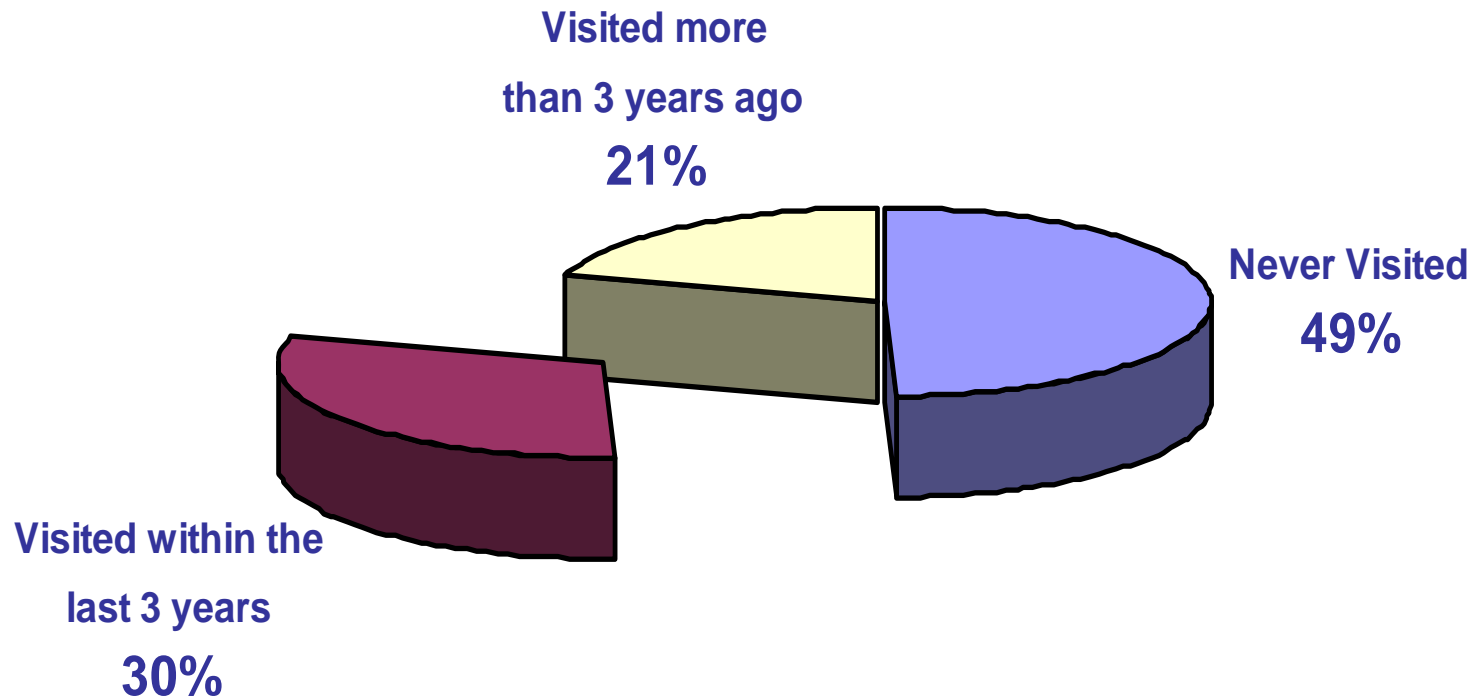


TV Advertising On

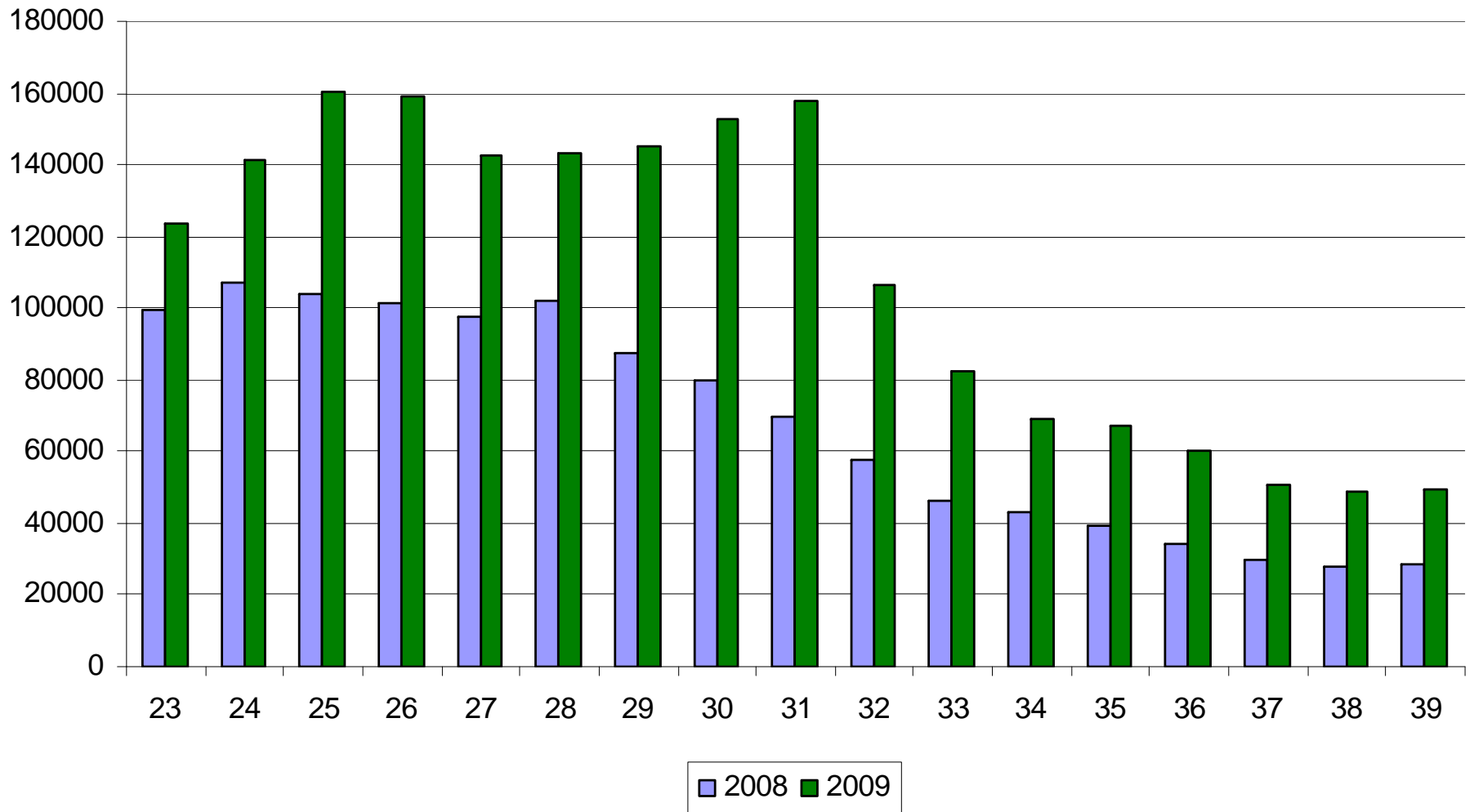
# 2008 vs 2009 June-September Phone Calls



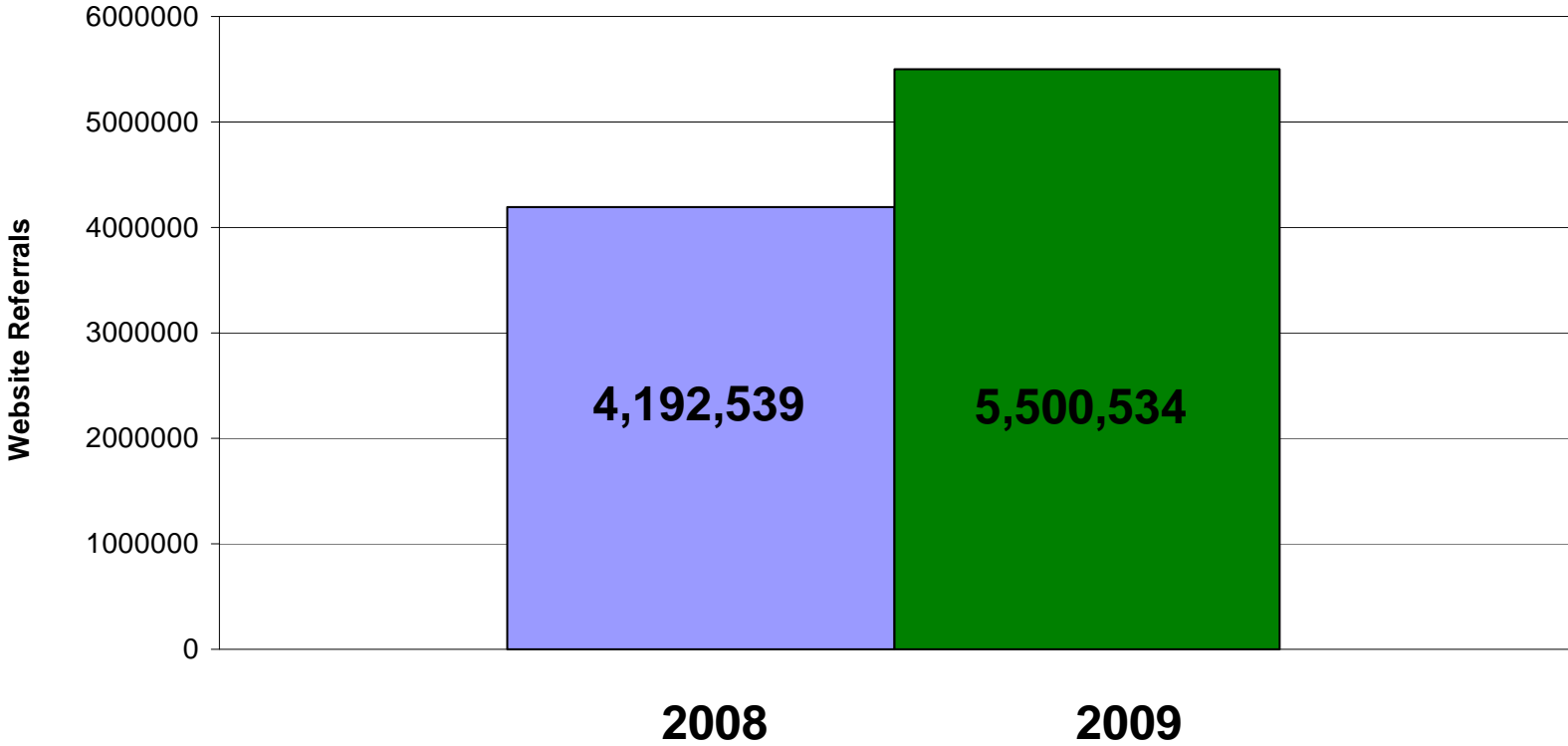
# 2009 Phone Inquiry Visitation



# 2008 vs 2009 June-September Unique Web Visits



# 2008 vs 2009 Total Referrals YTD





# Which answer best describes your plans to visit the Myrtle Beach area?

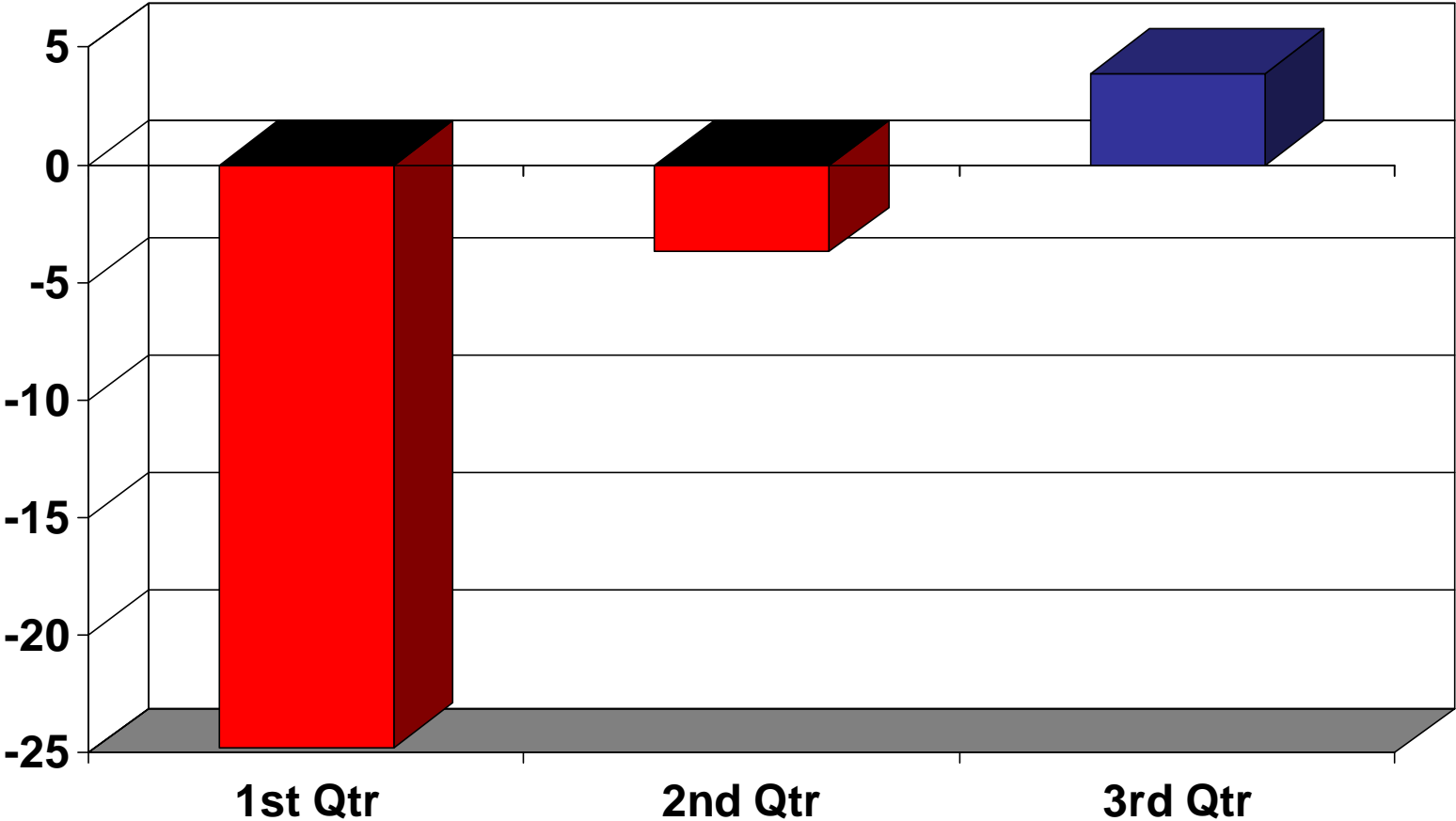
<b>I will travel to the Myrtle Beach area soon and have made my reservation.</b>	<b>45%</b>
<b>I am planning to travel to the Myrtle Beach area soon but have not made my reservation.</b>	<b>32%</b>
<b>I may be traveling soon and am considering the Myrtle Beach area as a possible destination.</b>	<b>20%</b>
<b>I do not have plans to travel to Myrtle Beach anytime soon.</b>	<b>3%</b>

# 1.3 Million Additional Referrals Over 2008

**\$3,008,388,500**

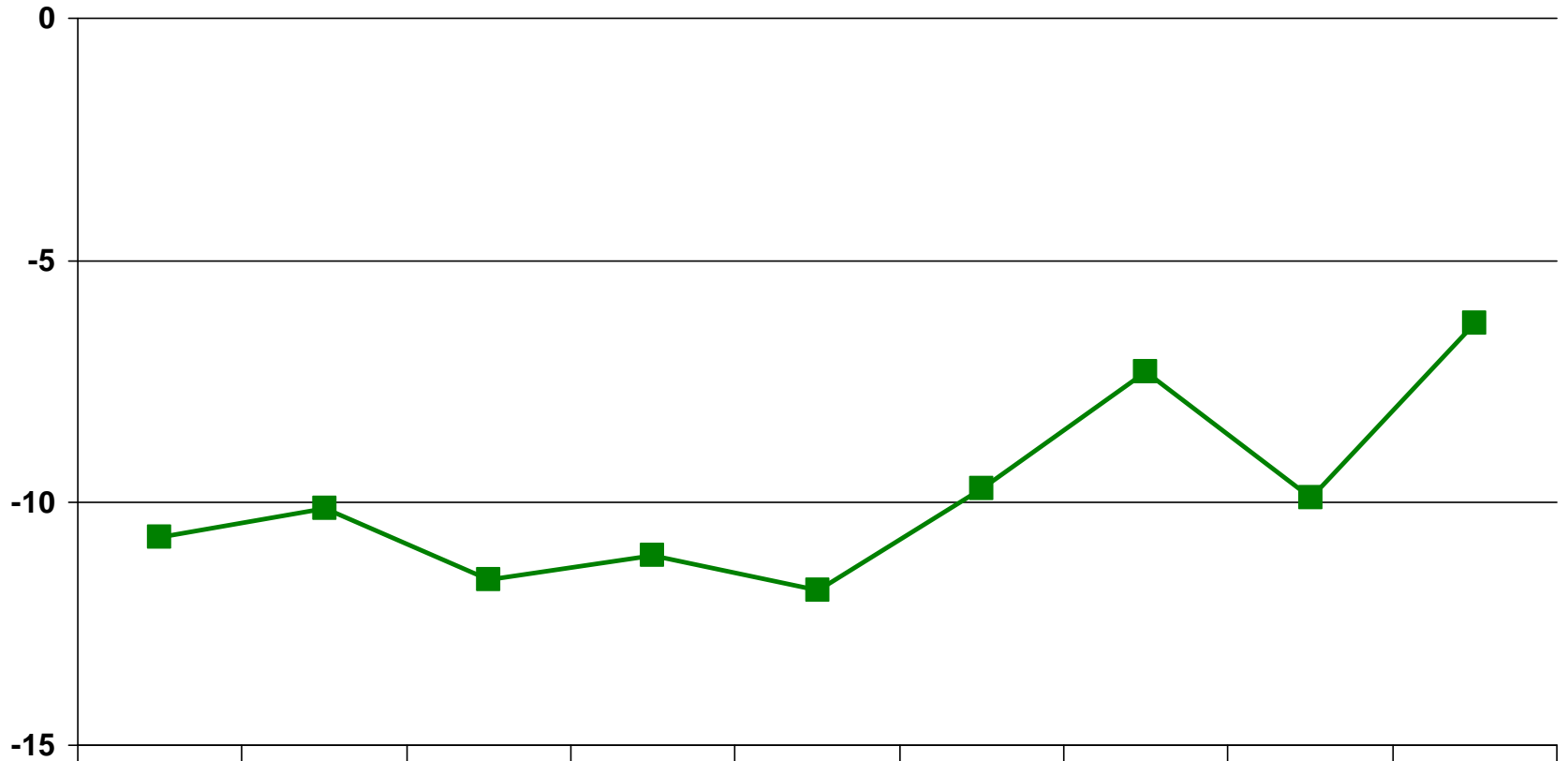
Potential Economic Impact

# 2009 MYR Arrivals



Source: Myrtle Beach International Airport

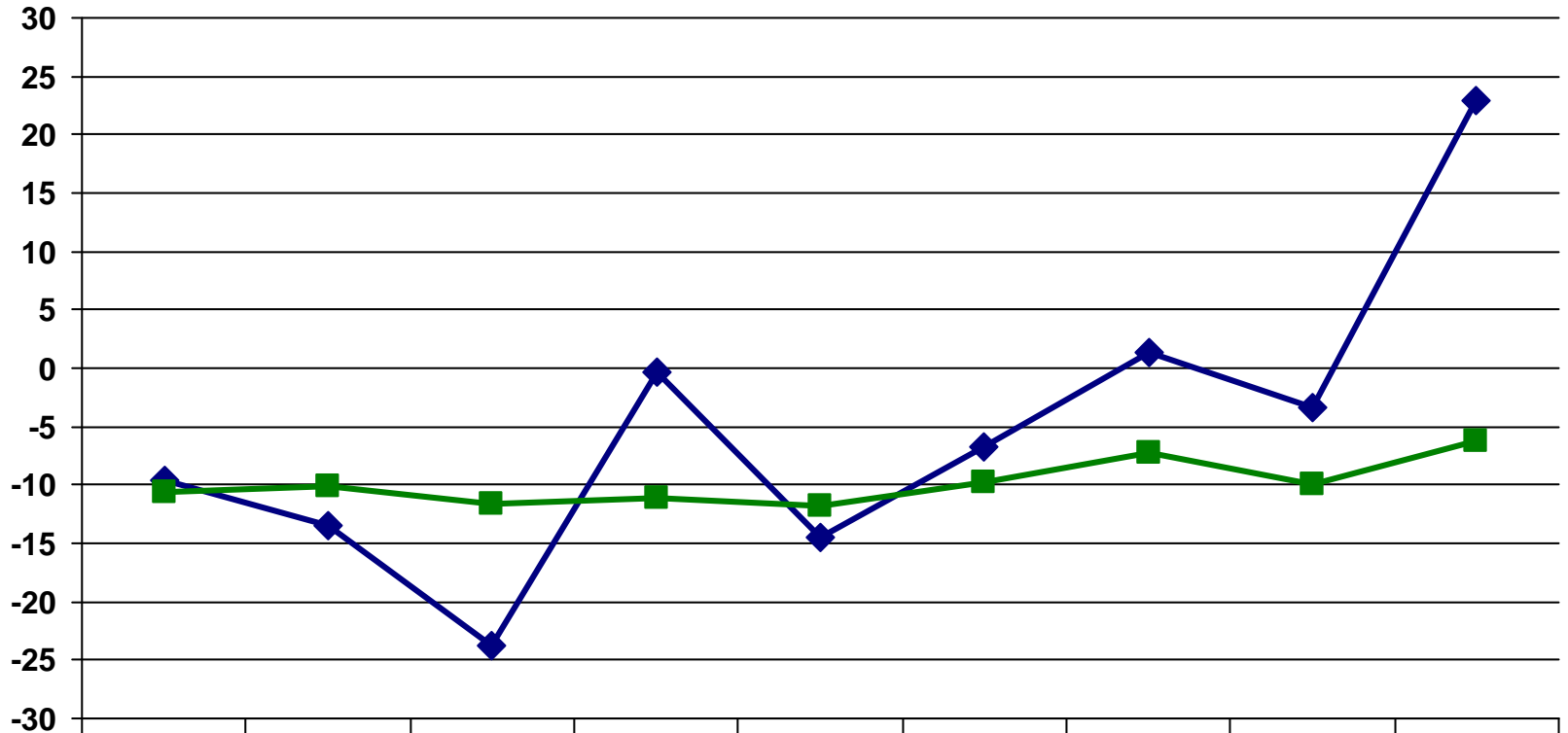
# 2009 Occupancy Variance



■ National

	January	February	March	April	May	June	July	August	September
■ National	-10.7	-10.1	-11.6	-11.1	-11.8	-9.7	-7.3	-9.9	-6.3

# 2009 Occupancy Variance



	January	February	March	April	May	June	July	August	September
Myrtle Beach	-9.6	-13.5	-23.7	-0.3	-14.5	-6.7	1.4	-3.4	23
National	-10.7	-10.1	-11.6	-11.1	-11.8	-9.7	-7.3	-9.9	-6.3

# Summary of Public Disclosure

- FY 2008-2009 Expenditures
- May-September 2009 Expenditures
- All providers of services using Public Funds

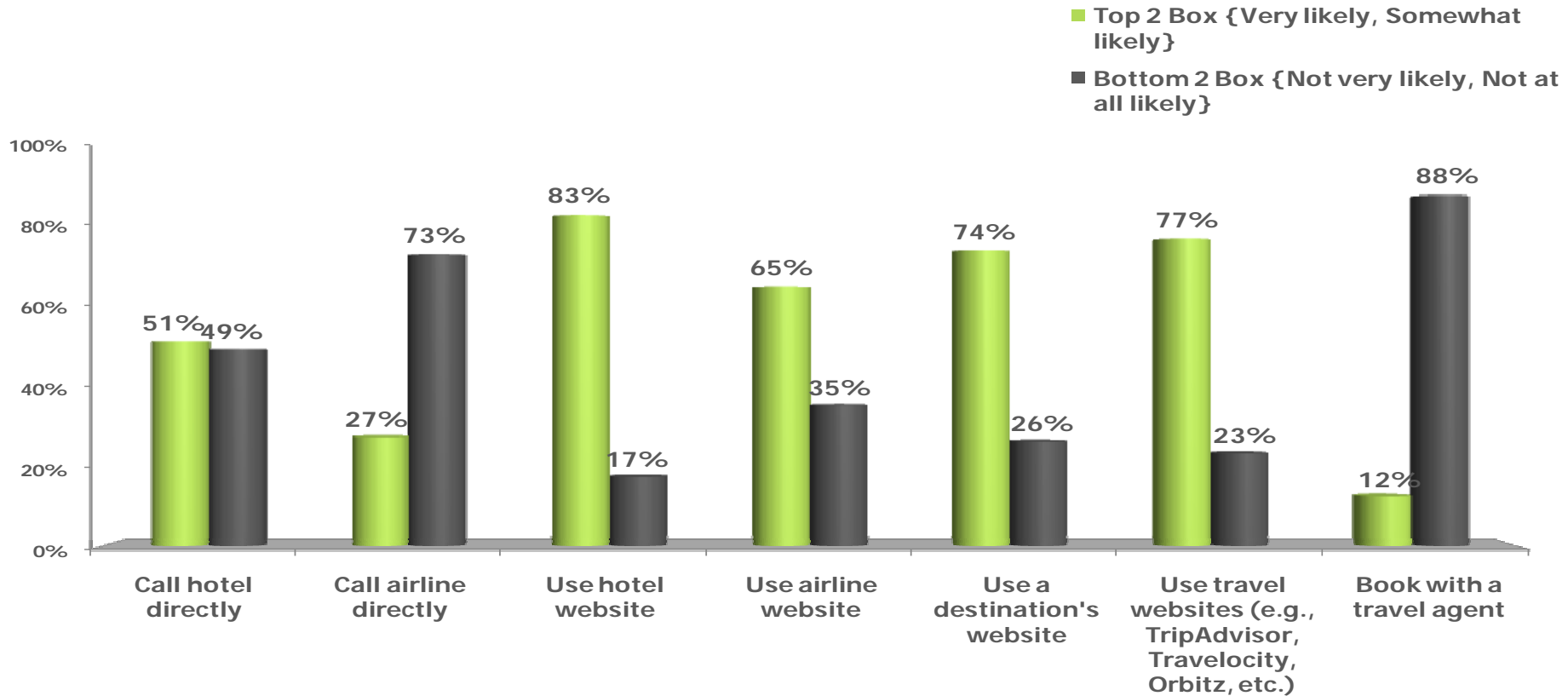
**Myrtle Beach Area Chamber of Commerce  
Public Funding Report  
Activity for May - September 2009**

<u>VENDOR</u>	<u>DOLLARS SPENT</u>	<u>MEDIA TYPE</u>	<u>GEOGRAPHIC TARGET</u>	<u>DETAILS</u>
Corinthian Media	\$19,883	TV	Albany-Schenectady-Troy	Summer Family Campaign
Corinthian Media	\$3,630	TV	Atlanta	Summer Family Campaign
Corinthian Media	\$20,312	TV	Augusta	Summer Family Campaign
Corinthian Media	\$26,235	TV	Baltimore	Summer Family Campaign
Corinthian Media	\$10,533	TV	Binghamton	Summer Family Campaign
Corinthian Media	\$32,769	TV	Boston	Summer Family Campaign
Corinthian Media	\$6,171	TV	Bowling Green	Summer Family Campaign
Corinthian Media	\$63,195	TV	Buffalo	Summer Family Campaign
Corinthian Media	\$13,596	TV	Burlington-Plattsburgh	Summer Family Campaign
Corinthian Media	\$3,740	TV	Champaign & Springfield-Decatur	Summer Family Campaign
Corinthian Media	\$20,906	TV	Charleston-Huntington	Summer Family Campaign
Corinthian Media	\$33,880	TV	Charlotte	Summer Family Campaign
Corinthian Media	\$6,215	TV	Charlottesville	Summer Family Campaign
Corinthian Media	\$21,654	TV	Chatanooga	Summer Family Campaign
Corinthian Media	\$44,495	TV	Chicago	Summer Family Campaign
Corinthian Media	\$19,333	TV	Cincinnati	Summer Family Campaign
Corinthian Media	\$38,940	TV	Cleveland	Summer Family Campaign
Corinthian Media	\$18,497	TV	Columbus, OH	Summer Family Campaign
Corinthian Media	\$24,365	TV	Dayton	Summer Family Campaign
Corinthian Media	\$62,557	TV	Detroit	Summer Family Campaign
Corinthian Media	\$2,970	TV	Flint	Summer Family Campaign
Corinthian Media	\$13,948	TV	Grand Rapids-Kalamazoo-Battle	Summer Family Campaign
Corinthian Media	\$30,652	TV	Greensboro-Winston-Salem-High	Summer Family Campaign
Corinthian Media	\$16,297	TV	Greenville-New Bern-Washington	Summer Family Campaign
Corinthian Media	\$28,881	TV	Greenville-Spartenburg-Ashevil	Summer Family Campaign
Corinthian Media	\$13,910	TV	Harrisburg-York-Lancaster-Leba	Summer Family Campaign
Corinthian Media	\$21,682	TV	Hartford-New Haven	Summer Family Campaign
Corinthian Media	\$22,165	TV	Indianapolis	Summer Family Campaign
Corinthian Media	\$20,367	TV	Jacksonville	Summer Family Campaign
Corinthian Media	\$10,447	TV	Johnstown-Altoona	Summer Family Campaign
Corinthian Media	\$20,279	TV	Knoxville	Summer Family Campaign
Corinthian Media	\$11,930	TV	Lexington	Summer Family Campaign
Corinthian Media	\$7,761	TV	Little Rock	Summer Family Campaign
Corinthian Media	\$19,712	TV	Louisville	Summer Family Campaign
Corinthian Media	\$6,713	TV	Madison	Summer Family Campaign
Corinthian Media	\$26,780	TV	Memphis	Summer Family Campaign
Corinthian Media	\$20,801	TV	Miami-Ft. Lauderdale	Summer Family Campaign
Corinthian Media	\$4,681	TV	Minneapolis-St.Paul	Summer Family Campaign
Corinthian Media	\$22,281	TV	Nashville	Summer Family Campaign
Corinthian Media	\$82,044	TV	New York	Summer Family Campaign
Corinthian Media	\$25,905	TV	Norfolk-Portsmouth-Newport New	Summer Family Campaign
Corinthian Media	\$36,575	TV	Philadelphia	Summer Family Campaign
Corinthian Media	\$33,149	TV	Pittsburgh	Summer Family Campaign
Corinthian Media	\$8,498	TV	Providence-New Bedford	Summer Family Campaign
Corinthian Media	\$36,311	TV	Raleigh-Durham	Summer Family Campaign
<u>VENDOR</u>	<u>DOLLARS SPENT</u>	<u>MEDIA TYPE</u>	<u>GEOGRAPHIC TARGET</u>	<u>DETAILS</u>
Corinthian Media	\$19,883	TV	Richmond	Summer Family Campaign
Corinthian Media	\$21,549	TV	Roanoke-Lynchburg	Summer Family Campaign
Corinthian Media	\$18,739	TV	Rochester, NY	Summer Family Campaign

**Thank You!**



# Myrtle Beach - AAU Wave 4 October 2009



Q29. How likely are you to use each of the following when booking your leisure travel trips?