

# Myrtle Beach Tourism Marketing Survey

Nov 9 - 10, 2011 n=400 Margin of Error +/- 5%

Survey of Likely Holiday Travelers in NC, SC, Eastern TN, NE Georgia

Have you taken a leisure trip during the November - December holiday season or are you likely to take a leisure trip this November - December?

Yes - taken a holiday trip	46.3%
Yes - taking a holiday trip	21.0%
Yes - both taken and plan to take	32.8%
Total	100.0%

Thinking about your holiday trips, what would you say is the primary reason for taking a trip during the holiday season?

Travel with family/friends	61.3%
Need time away	19.0%
Fits best with school/work schedule	3.3%
Better rates	2.5%
Holiday shopping	2.0%
Other	10.8%
Unsure	1.0%
Refused	0.3%
Total	100.0%

When you travel over the holidays, what sort of activities do you typically participate in?

Beach/Pool	77.0%
Spa	22.0%
Relaxation/Doing nothing	17.6%
Dining out	14.1%
Shopping	13.6%
Outdoor Activities	9.5%
Concerts/holiday shows/performances	8.4%
Visit historical sites/museums	7.3%
Movies	6.3%
Arts/cultural events	4.6%
Golf	3.4%
Gambling	1.9%
Other	3.2%
Unsure	10.0%
Refused	0.0%

Have you ever visited Myrtle Beach, SC?

Yes - within past 2 years	52.3%
Yes - within past 3 years	17.3%
Yes - more than 5 years ago	22.3%
No	8.3%
Total	100.0%

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What part of the year was your last visit to Myrtle Beach?

Spring	14.2%
Summer	46.9%
Fall	30.5%
Winter/Holiday	7.1%
Unsure	0.8%
Refused	0.5%
Total	100.0%

Would you visit Myrtle Beach for a holiday vacation?

Yes	43.5%
No	50.3%
Unsure	63.0%
Total	100.0%

Regardless of your current plans, if Myrtle Beach had a local holiday themed festival or event, would that make you more likely or less likely to choose Myrtle Beach as your holiday travel destination, or would it make no difference in your plans?

More likely	16.3%
Less likely	9.3%
No difference	72.5%
Unsure	1.8%
Refused	0.3%
Total	100.0%

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How does Myrtle Beach compare as an affordable vacation?

Much better	11.0%
Slightly better	22.0%
About the same	50.3%
Slightly worse	4.0%
Much worse	4.0%
Unsure	8.5%
Refused	0.3%
Total	100.0%

How does Myrtle Beach compare as a family entertainment destination?

Much better	19.3%
Slightly better	24.8%
About the same	35.0%
Slightly worse	5.8%
Much worse	3.8%
Unsure	11.5%
Total	100.0%

How does Myrtle Beach compare as a family / summer vacation?

Much better	20.0%
Slightly better	23.0%
About the same	29.0%
Slightly worse	11.3%
Much worse	5.5%
Unsure	11.3%
Total	100.0%

How does Myrtle Beach compare for special occasions like reunions/weddings/honeymoon?

Much better	8.3%
Slightly better	14.5%
About the same	30.3%
Slightly worse	13.0%
Much worse	6.3%
Unsure	25.7%
Refused	2.0%
Total	100.0%

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How does Myrtle Beach compare as holiday travel destination?

Much better	23.3%
Slightly better	16.3%
About the same	9.5%
Slightly worse	4.0%
Much worse	4.5%
Unsure	39.5%
Refused	3.0%
Total	100.0%

How does Myrtle Beach compare as a golf destination?

Much better	23.3%
Slightly better	16.3%
About the same	9.5%
Slightly worse	4.0%
Much worse	4.5%
Unsure	39.5%
Refused	3.0%
Total	100.0%

How does Myrtle Beach compare as a beach destination?

Much better	32.8%
Slightly better	24.3%
About the same	22.3%
Slightly worse	6.8%
Much worse	5.8%
Unsure	7.0%
Refused	1.3%
Total	100.0%

When you think of Myrtle Beach, do you think of it as a destination that offers excellent shopping opportunities?

Yes	62.3%
No	27.5%
Unsure	10.3%
Total	100.0%

Were you aware Myrtle Beach has several live theater shows with Christmas specific themes?

Yes	64.5%
No	35.0%
Refused	0.5%
Total	100.0%

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By the end of 2011, how many leisure trips will you have taken this year?

One	9.8%
Two	19.5%
Three	19.5%
Four	15.0%
Five	14.5%
Six or more	18.0%
Unsure	3.0%
Refused	0.8%
Total	100.0%

In 2012, will your number of leisure trips likely increase, decrease, or stay the same?

Increase	20.8%
Decrease	8.0%
Stay the same	67.8%
Unsure	3.5%
Total	100.0%

What is the main reason you anticipate fewer leisure trips in 2012?

Available time off from work	18.8%	
Family matters / illness	15.6%	
Changes in employment	12.5%	
Increased other debt	6.3%	
Fuel prices	6.3%	
Family in military	3.1%	
Other	37.5%	
Total	100.0%	
Missing	Skipped by design	92.0%
Total		100.0%

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What is the longest drive, in hours, you are willing to make :

For a 2 or 3 day getaway?

2 hours or less	4.5%
3 to 4 hours	34.5%
5 to 6 hours	34.8%
7 to 8 hours	16.5%
9 to 10 hours	4.8%
11 or more hours	3.8%
Unsure	1.3%
Total	100.0%

For a 4 or 5 day getaway?

2 hours or less	1.0%
3 to 4 hours	11.5%
5 to 6 hours	29.8%
7 to 8 hours	26.0%
9 to 10 hours	14.0%
11 or more hours	13.0%
Unsure	350.0%
Refused	1.3%
Total	100.0%

For a 6 day or more getaway?

2 hours or less	0.8%
3 to 4 hours	5.3%
5 to 6 hours	16.5%
7 to 8 hours	22.0%
9 to 10 hours	18.5%
11 or more hours	29.3%
Unsure	6.3%
Refused	1.5%
Total	100.0%

When travelling for leisure, of the following, which type of accommodation do you prefer ...

Bargain Hotel With Few Services	9.5%
Full Service Hotel	36.0%
Resort Hotel With Spa	9.8%
Rented Condo With Community Amenities	24.5%
Rented Free-Standing House	9.8%
Campground	8.3%
Unsure	1.8%
Refused	0.5%
Total	100.0%

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If you had two similar choices of lodging, but one had an indoor heated pool and the other did not, would you choose the one with the pool, would it make no difference in your decision, or would choose the one WITHOUT the pool?

With heated pool	45.5%
No difference	48.8%
Without the heated pool	2.5%
Unsure	.
Refused	0.3%
Total	100.0%

What factors are important to you when choosing a travel destination?

Quality of accommodations	12.4%
Price of accommodations	12.0%
Recommendation of family/friend	11.6%
Previous experience with destination	11.0%
Distance of destination	10.5%
Package deals	7.8%
Price of gasoline	7.7%
Travel review site (eg Tripadvisor)	6.9%
Preference of children in household	6.4%
Article in newspaper or magazine	4.7%
Recommendation by travel agent	4.0%
Independent travel blog	2.9%
Other	1.9%

Resources you rely on when planning a leisure trip

Destination website (eg visitmyrtlebeach.com)	14.1%
Visitor guide/brochure	12.6%
Online booking site (eg Orbitz, Travelocity)	11.2%
Welcome center on Interstate Highway	9.5%
Travel review site (eg Tripadvisor)	8.7%
Travel related magazine	8.5%
State tourism office	7.1%
Travel show on TV	6.6%
Direct mail flyer	6.2%
Travel section newspaper	5.8%
Tourism info on toll free number	4.4%
Online chat with travel agent or tourism rep	3.8%
Other	1.6%

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In the past six months, what, if any, information or promotional material have you seen or heard about the Myrtle Beach Area?

None	16.3%
TV advertisements	20.4%
Magazine article	13.0%
Internet advertisement	11.3%
Webiste promoting area	9.0%
Newspaper advertisements	8.1%
Newspaper article	6.6%
Visitor's guide	5.9%
Newsletter	4.5%
Other	5.1%

Thinking your holiday spending habits, that is money spent on travel, gifts and holiday leisure activities, how will your spending this year compare to your spending last year. Will it be ...

Much more than last year	3.0%
Slightly more	10.0%
About the same	58.5%
Slightly less	18.8%
Much less	7.8%
Unsure	1.5%
Refused	0.5%
Total	100.0%

Age category

18 to 34	40.0%
35 to 44	17.8%
45 to 54	25.0%
55 to 64	29.3%
65 and older	23.5%
Refused	0.5%
Total	100.0%

Including yourself, how many people live in your household?

1	5.8%
2	45.3%
3	19.0%
4	18.8%
5	8.5%
6	1.5%
8	0.3%
Refused	1.0%
Total	100.0%

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## Annual household income

Less than \$50,000	11.3%
\$50,000 to \$74,000	18.5%
\$75,000 to \$99,000	15.5%
\$100,000 or more	23.3%
Refused	31.5%
Total	100.0%

## Sex by observation

Male	48.0%
Female	52.0%
Total	100.0%

## State

Georgia	12.8%
North Carolina	75.0%
Tennessee	12.3%
Total	100.0%

*Survey Conducted by Pluff Mudd P.A., LLC*