

Myrtle Beach Tourism Marketing Survey

n=400 * Margin of Error +/- 5.00%

Have you taken leisure trip in the past 12 months or are you likely to take a leisure trip in the next 12 months?

	April 4-5, 2011	June 6-8, 2011
Yes	100.0%	100.0%

Accurate Description of Myrtle Beach? A modern, growing city with numerous arts and cultural festivals throughout the year.

	April 4-5, 2011	June 6-8, 2011
Yes	59.3%	58.5%
No	25.3%	28.8%

Accurate Description of Myrtle Beach? A great place for an affordable family vacation to enjoy golf, the beach and theme parks.

	April 4-5, 2011	June 6-8, 2011
Yes	84.8%	81.3%
No	10.8%	10.8%

Accurate Description of Myrtle Beach? A culinary and restaurant destination.

	April 4-5, 2011	June 6-8, 2011
Yes	61.8%	58.5%
No	28.3%	30.8%

Accurate Description of Myrtle Beach? A golf destination.

	April 4-5, 2011	June 6-8, 2011
Yes	80.8%	80.5%
No	7.0%	8.3%

Accurate Description of Myrtle Beach? A spring break destination for college students.

	April 4-5, 2011	June 6-8, 2011
Yes	71.5%	76.5%
No	15.8%	10.5%

Accurate Description of Myrtle Beach? A shopping destination.

	April 4-5, 2011	June 6-8, 2011
Yes	72.9%	72.5%
No	19.5%	19.0%

Level of Interest - Sporting events

	April 4-5, 2011	June 6-8, 2011
1) Not Interested	28.5%	33.8%
2)	12.5%	10.8%
3)	21.3%	22.0%
4)	12.5%	14.3%
5) Very Interested	24.5%	19.0%

Level of Interest - Beach or warm-weather travel

	April 4-5, 2011	June 6-8, 2011
1) Not Interested	5.0%	7.8%
2)	3.0%	5.5%
3)	14.0%	11.0%
4)	22.8%	18.3%
5) Very Interested	55.3%	57.5%

Level of Interest - Business events and conferences

	April 4-5, 2011	June 6-8, 2011
1) Not Interested	45.5%	42.5%
2)	14.0%	13.8%
3)	21.0%	22.5%
4)	10.3%	11.3%
5) Very Interested	8.5%	9.0%

Level of Interest - Cultural events like concerts or music festivals

	April 4-5, 2011	June 6-8, 2011
1) Not Interested	15.0%	18.3%
2)	11.3%	14.5%
3)	31.8%	30.0%
4)	23.0%	18.8%
5) Very Interested	18.8%	18.0%

Level of Interest - Organized Tours

	April 4-5, 2011	June 6-8, 2011
1) Not Interested	37.8%	38.8%
2)	19.8%	21.0%
3)	18.8%	23.0%
4)	13.0%	9.8%
5) Very Interested	9.8%	6.0%

Level of Interest - Shopping

	April 4-5, 2011	June 6-8, 2011
1) Not Interested	22.3%	20.8%
2)	15.8%	13.8%
3)	20.8%	20.3%
4)	17.3%	19.0%
5) Very Interested	23.8%	26.3%

Level of Interest - Culinary events, such as restaurants, wineries, or food and wine festivals

	April 4-5, 2011	June 6-8, 2011
1) Not Interested	10.3%	13.8%
2)	13.5%	14.8%
3)	28.0%	28.3%
4)	26.8%	24.8%
5) Very Interested	21.5%	18.5%

Level of Interest - Family Entertainment

	April 4-5, 2011	June 6-8, 2011
1) Not Interested	7.8%	7.8%
2)	9.5%	7.8%
3)	16.3%	18.8%
4)	29.8%	27.5%
5) Very Interested	36.3%	38.0%

Level of Interest - Night Life

	April 4-5, 2011	June 6-8, 2011
1) Not Interested	27.5%	29.3%
2)	19.0%	20.5%
3)	25.3%	23.8%
4)	14.5%	15.5%
5) Very Interested	13.0%	10.5%

Level of Interest - Historical Sites/Museums

	April 4-5, 2011	June 6-8, 2011
1) Not Interested	10.3%	9.8%
2)	13.0%	12.8%
3)	26.8%	25.3%
4)	29.0%	30.0%
5) Very Interested	21.0%	20.8%

What activities do you or your family normally associate with spring leisure travel?

	April 4-5, 2011	June 6-8, 2011
Beach	31.8%	37.3%
Cruises	4.8%	1.8%
Golf	8.8%	3.8%
Outdoor Sports	25.5%	27.5%
Resting/Relaxing	4.3%	5.8%
Shopping	3.0%	2.8%
Sightseeing	8.3%	6.5%
Taking Trips	3.3%	5.5%
Visit Family	2.5%	3.0%

How do you usually gather information about vacation destinations?

	April 4-5, 2011	June 6-8, 2011
Hear about from a friend or family member	17.3%	15.5%
Travel shows or TV ads	1.5%	2.3%
Read about the location in books, magazines or newspapers	7.5%	2.5%
Internet ads or online research	65.3%	71.0%
Radio	5.0%	7.8%
Other	6.8%	

When seeking information on the internet, do you use a mobile device like a Blackberry or iPhone?

	April 4-5, 2011
Yes	19.0%
No	79.8%

When traveling to a vacation destination, do you typically use your mobile device to find out information about local activities?

	April 4-5, 2011
Yes	28.5%
No	65.3%

Generally speaking, do you decide on a place to visit first, and then look for discounts and packages, or do you hear about discounts and packages available in a vacation destination and decide to go there based on those discounts?

	April 4-5, 2011	June 6-8, 2011
Find place first and then look for discounts	66.0%	70.8%
See discounts and decide on that place	16.8%	13.3%
Both equally	13.5%	13.0%
Undecided	3.5%	1.0%

How likely would you be to plan a vacation in Myrtle Beach around a festival or cultural event?

	April 4-5, 2011	June 6-8, 2011
Definitely	4.8%	5.8%
Probably	12.8%	13.5%
Maybe	33.0%	25.3%
Probably Not	49.0%	54.8%
Undecided	0.5%	0.5%

Aware? - The Myrtle Beach area now offers a mile-long boardwalk in downtown Myrtle Beach.

	April 4-5, 2011	June 6-8, 2011
Very Aware	28.8%	29.5%
Somewhat Aware	31.5%	31.5%
Not Aware At All	39.3%	38.5%

Opinion - The Myrtle Beach area now offers a mile-long boardwalk in downtown Myrtle Beach.

	April 4-5, 2011	June 6-8, 2011
Favorable	50.8%	48.5%
Unfavorable	3.5%	3.3%
No Opinion	5.8%	7.0%

Aware? - The Myrtle Beach area will soon offer a 200-foot skywheel and Wonderworks Children's Museum.

	April 4-5, 2011
Very Aware	3.5%
Somewhat Aware	9.5%
Not Aware At All	86.0%

Opinion - The Myrtle Beach area will soon offer a 200-foot skywheel and Wonderworks Children's Museum.

	April 4-5, 2011
Favorable	8.0%
Unfavorable	2.8%
No Opinion	2.3%

Aware? - The Myrtle Beach area has invested nearly \$2 Billion in local infrastructure, adding new and expanded highways and arteries to make travel to, from and throughout the destination easier and more efficient.

	April 4-5, 2011	June 6-8, 2011
Very Aware	28.8%	29.0%
Somewhat Aware	31.5%	30.5%
Not Aware At All	39.3%	40.3%

Opinion - The Myrtle Beach area has invested nearly \$2 Billion in local infrastructure, adding new and expanded highways and arteries to make travel to, from and throughout the destination easier and more efficient.

	April 4-5, 2011	June 6-8, 2011
Favorable	46.8%	52.3%
Unfavorable	2.0%	1.8%
No Opinion	2.8%	3.3%

During which of the following seasons will you travel in the next 12 months?

	April 4-5, 2011	June 6-8, 2011
Spring (March - May)	23.7%	17.9%
Summer (June - August)	32.0%	35.9%
Fall (September - October)	23.4%	26.1%
Holiday (November - December)	10.8%	10.7%
Winter (January - February)	10.1%	9.3%

Age Category

	April 4-5, 2011	June 6-8, 2011
18 - 34	3.0%	4.8%
35 - 44	17.0%	21.3%
45 - 54	26.0%	27.3%
55 - 64	30.3%	27.5%
65 and older	23.8%	19.3%

Do you have children living at home, or in college with home being their permanent address?

	April 4-5, 2011	June 6-8, 2011
Yes	41.0%	49.3%
No	58.8%	50.8%

Do you have grandchildren?

	April 4-5, 2011	June 6-8, 2011
Yes	27.8%	36.8%
No	24.5%	35.5%

Race

	April 4-5, 2011	June 6-8, 2011
White Caucasian	87.5%	89.3%
Black African-American	8.3%	6.8%
Hispanic	0.3%	1.3%
Asian	0.0%	0.5%
Something Else	1.8%	1.0%

Marital Status

	April 4-5, 2011	June 6-8, 2011
Single	5.0%	6.5%
Married	90.0%	89.0%
Divorced/Separated	2.5%	2.3%
Widowed	2.3%	1.5%

Household Income

	April 4-5, 2011	June 6-8, 2011
Less than \$50,000	10.0%	12.3%
\$50,001 to \$74,999	21.8%	19.9%
\$75,000 to \$99,999	18.5%	17.5%
\$100,000 or More	27.8%	25.0%