

Myrtle Beach
2016 Economic Impact Study
–April 2017–

Objectives:

- **Determine the conversion rate for those exposed to Myrtle Beach marketing efforts**
 - How effective have our marketing efforts been in turning potential visitors into actual visitors, and how does the online channel contribute?
- **Determine the revenue our conversion efforts generated**
 - Who spent what and where - what was the average spend per vacationing group, where did they spend it, and how much overall revenue was generated?
- **Review our Net Promoter Score**
 - Does the Myrtle Beach experience continue to generate word-of-mouth recommendations?
- **Assess the use and usefulness of the Internet in general and VisitMyrtleBeach.com in particular**
- **Examine party composition, visitor types, trip duration and activity participation**

Who we talked to:

- The Myrtle Beach Area Chamber of Commerce provided us with a list of VisitMyrtleBeach.com visitors and E-newsletter recipients.

	n-size
Email - Website Guide Order	1,218
E-newsletter	1,317
Website survey	157
Panelists	219
Total completes	2,911
Margin of Error	±1.8%

- Respondents were surveyed in March 2017.



- Among those who consider/inquire, half convert with a high return per marketing dollar
- Once here, visitors are spending more than in previous years
- We're seeing a substantial and steady amount of repeat visitors
- Visitors are extremely satisfied (Net Promoter Score is extremely high)
- The Internet continues to be a primary source of information and influences the consideration of Myrtle Beach as a destination

Marketing communications continue to generate and convert a significant volume of visitors, while the proportion of new converts is increasing

The conversion rate is an estimated **53%** among website visitors, resulting in an estimated 4,100,000 travel parties in 2016.

Among visitors, **46% are Repeat Converts** and **40% are New Converts**—visiting the Myrtle Beach area for the first time ever in 2016. 14% are Lapsed Converts (last visited 3+ years ago).

We continue to see very high and encouraging returns on our marketing spend

On average, guests spent \$2,866 per group over the length of their Myrtle Beach stay – that’s an estimated **\$490 dollars of revenue per marketing dollar** spent from *converted site visitors alone*.

Our Net Promoter Score of 83% outperforms competitive destinations and demonstrates powerful word-of-mouth equity for the Myrtle Beach area

A significant majority of Myrtle Beach visitors highly recommend us, which likely accounts for the sustained high levels of Repeat Converts and New Converts.

Among all Converts, **35% are already making 2017 plans**, while an additional 35% would 'definitely consider' returning. Furthermore, 22% of New Converts are already making 2017 plans.

The Internet remains the most utilized information source for trip planning, with 83% using it in vacation planning

Among those who use the Internet in planning,
VisitMyrtleBeach.com is a vital resource: it is used by 83% of Converts. Furthermore, 56% say the site influenced their decision.

49% of Converts begin planning their visit 1 to 4 months in advance, and 39% begin planning 4+ months in advance. Advance trip planning coincides with VisitMyrtleBeach.com usage.

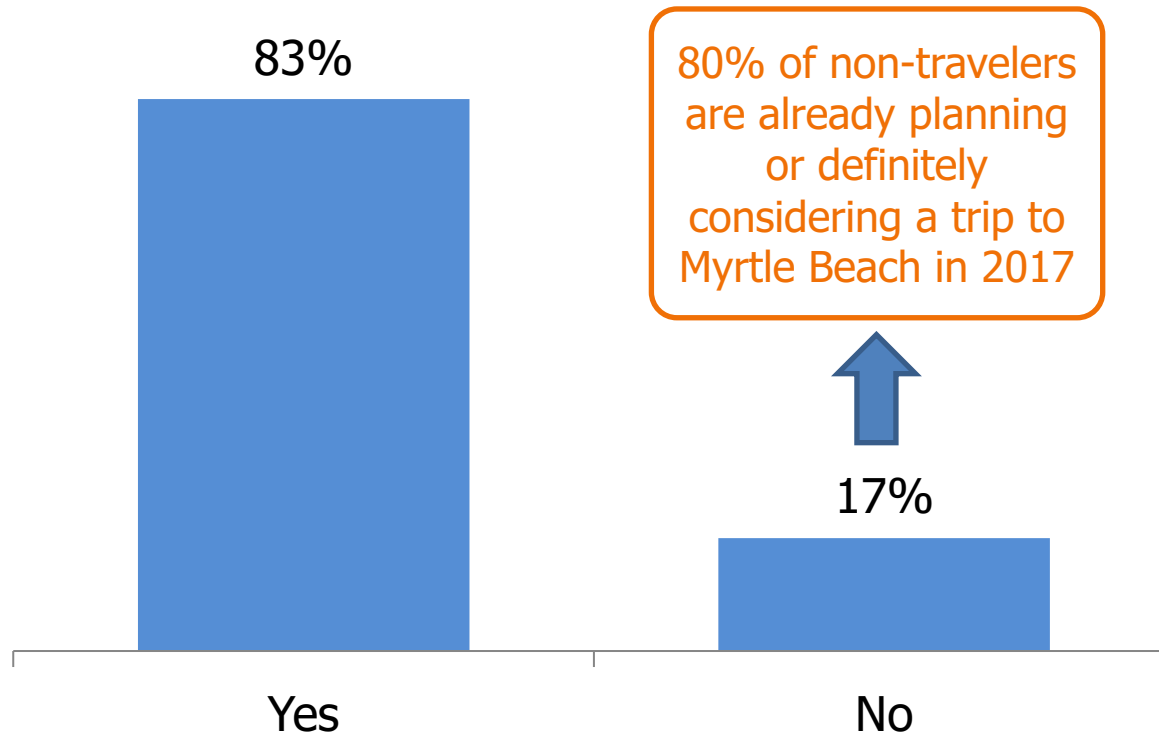


Myrtle Beach Visitation

2016 Leisure Travelers

83% of Inquirers took a leisure trip in 2016. Among those who did not, 80% are planning a trip to Myrtle Beach in 2017.

Took a Vacation in 2016



Base: Total Inquirers (n=2,911)

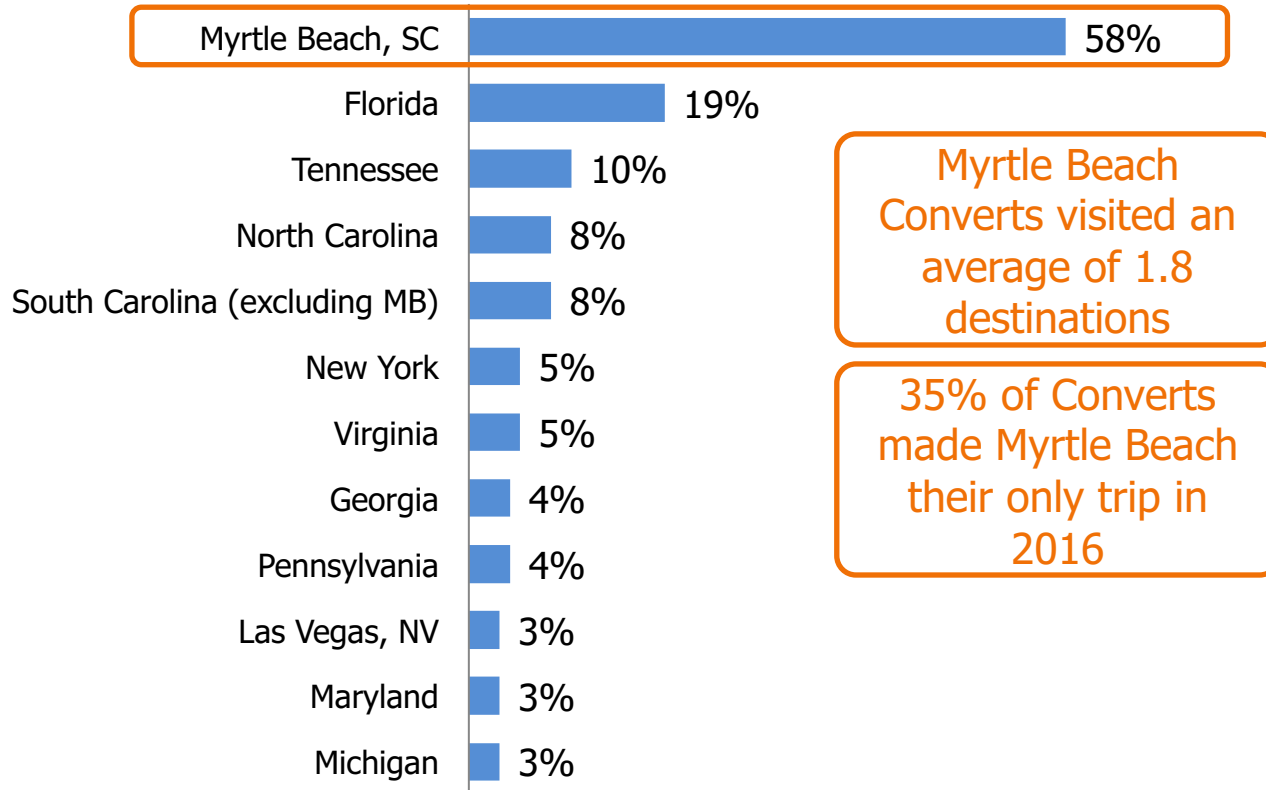
Q2. Did you take a vacation in 2016?

Q43. How likely are you to take a leisure vacation to the Myrtle Beach area in 2017?

Vacation Destinations

Among inquirers/site visitors, 58% of those who took a vacation in 2016 went to Myrtle Beach.

Destinations Visited in 2016



Note: Destinations with less than 3% visitation not shown.

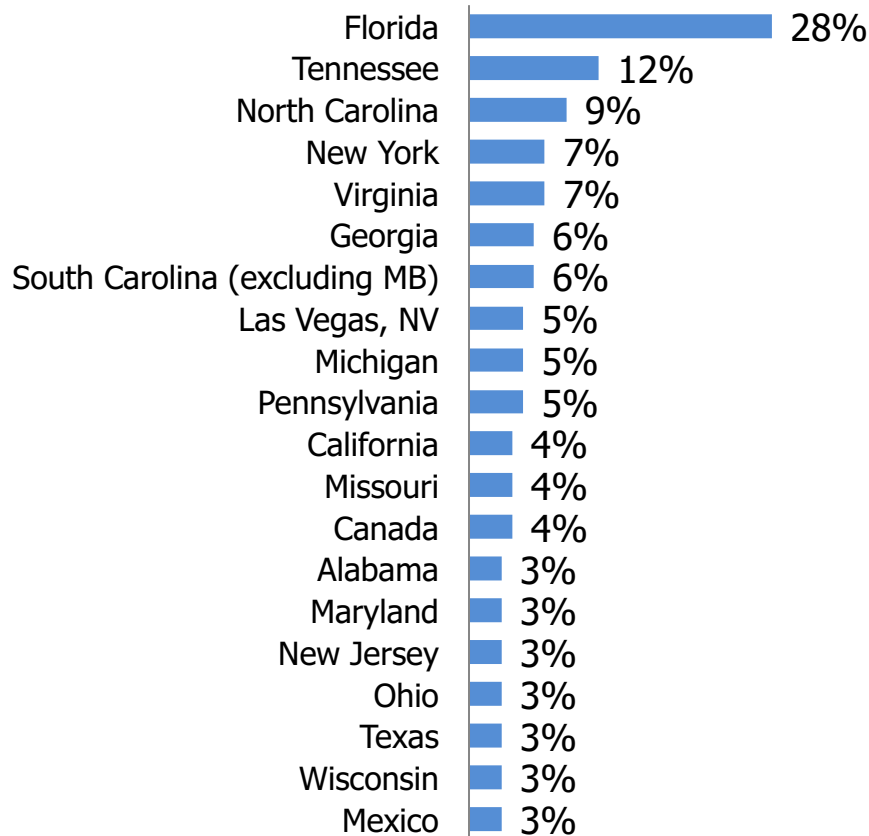
Base: Took a vacation in 2016 (n=2,415)

Q7. Where did you vacation in 2016? [Unaided]

Q8. Please indicate when, if ever, you vacationed overnight in each of the following destinations?

Florida remains the most popular destination for people we didn't convert after an inquiry.

Destinations Visited by Non-Converts



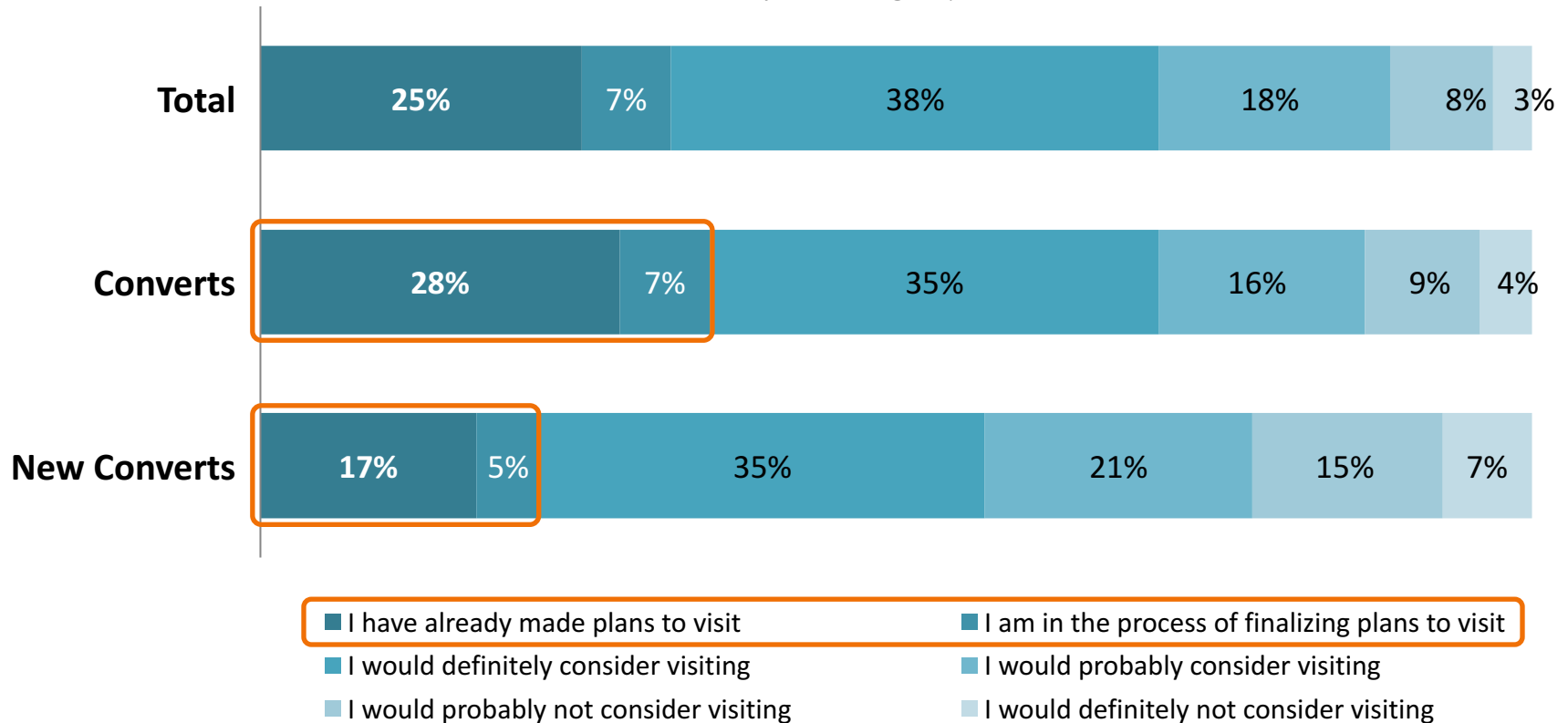
Note: Destinations with less than 3% visitation not shown.

Base: Non-Converts; did not visit Myrtle Beach in 2016 (n=899)

Likelihood of 2017 Myrtle Beach Visit

Among Converts, 35% are already making 2017 plans, while an additional 35% would 'definitely consider' returning. Furthermore, 22% of first-time visitors (New Converts) are already making 2017 plans.

Likelihood of Visiting Myrtle Beach in 2017



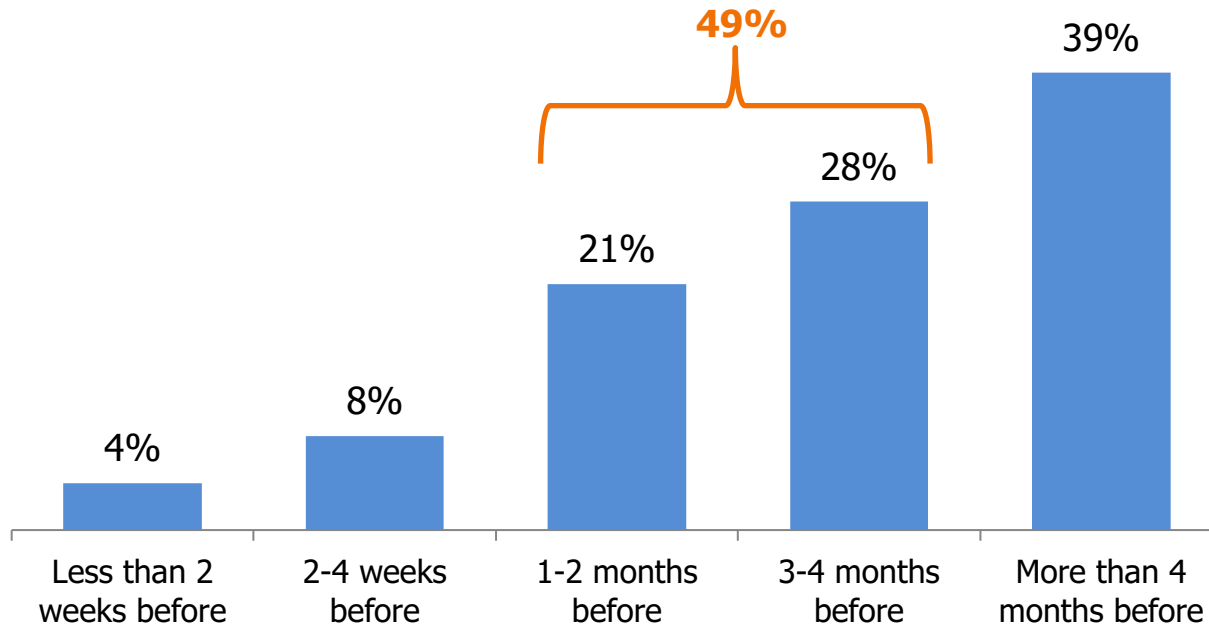
Base: Inquirers who took a vacation in 2016 (n=2,415)



Vacation Planning & Information Sources

49% of Converts began planning their visit 1 to 4 months in advance, and 39% began planning more than 4 months in advance.

How far in advance did you plan for your trip?



Base: Converts; visited Myrtle Beach in 2016 (n=1,517)

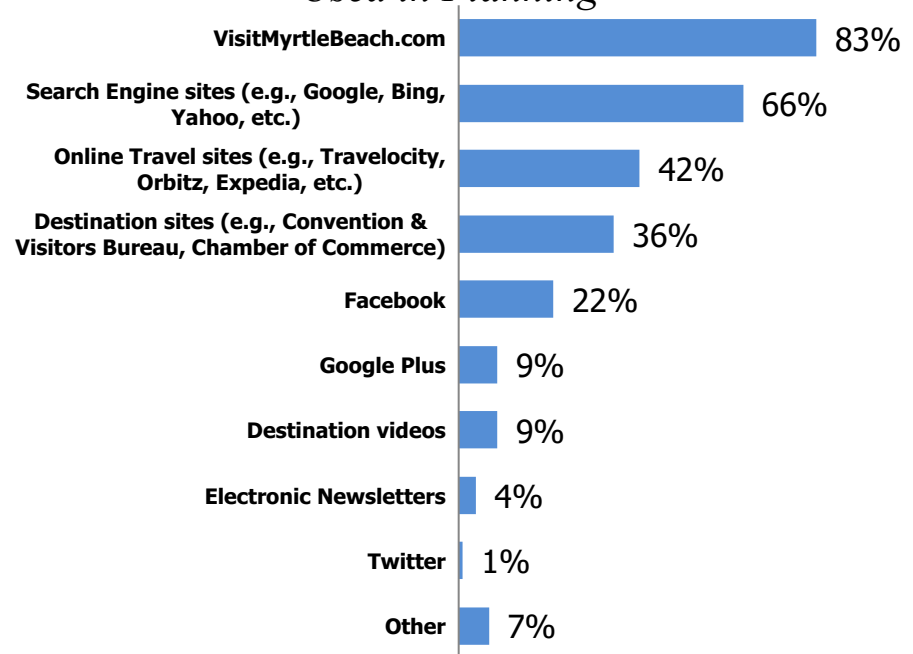
The Internet is the most utilized information source for trip planning by far (83%). Among those using the Internet to plan their Myrtle Beach vacation, VisitMyrtleBeach.com is the most popular resource at 83%.

*Used the Internet
 in Planning*



**Base: Converts; visited Myrtle Beach in 2016
 (n=1,517)**

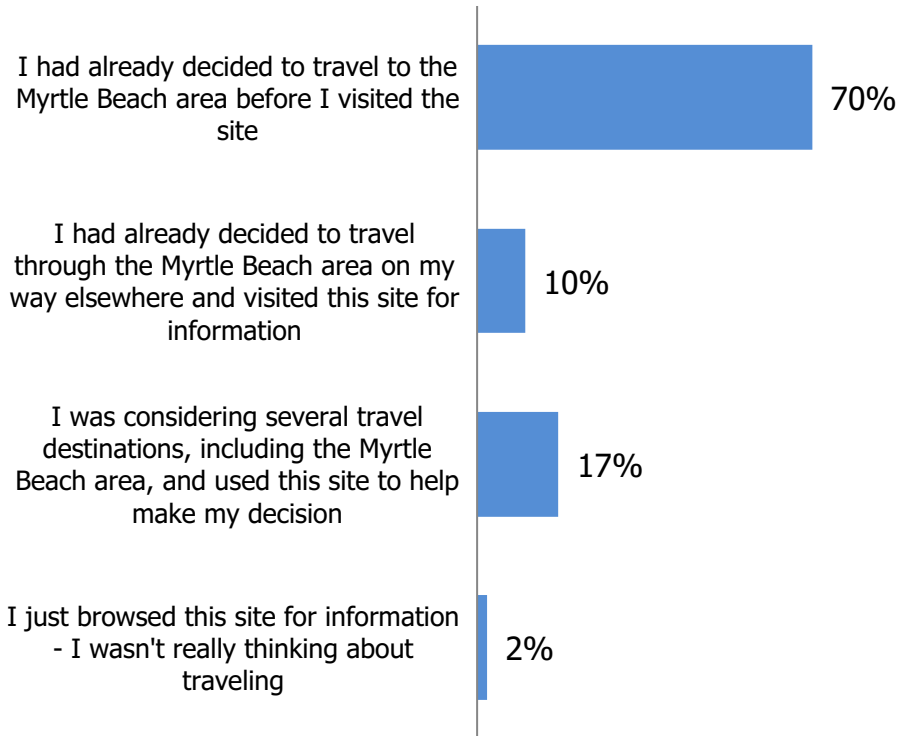
*Online Sources
 Used in Planning*



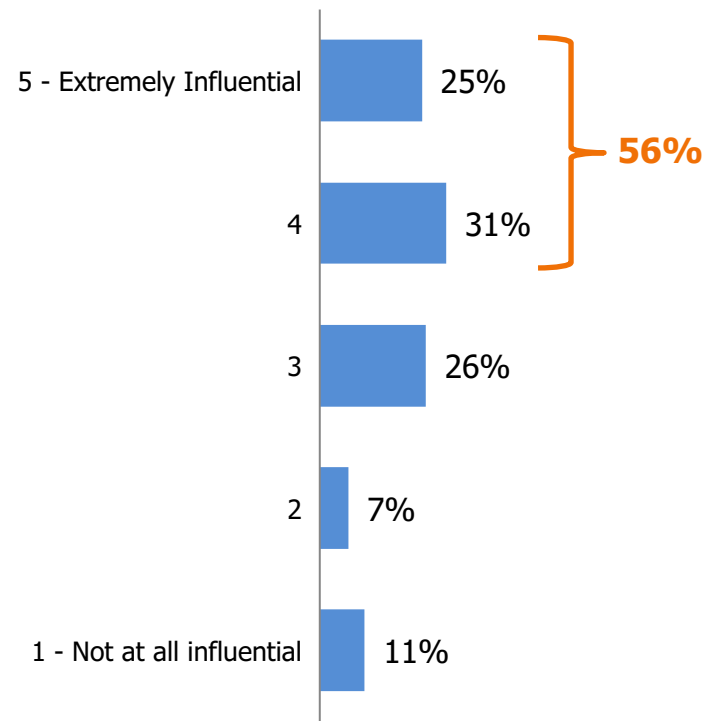
**Base: Converts who used the Internet for planning
 (n=817)**

Although the majority of visitors say they already decided to visit the area before going to VisitMyrtleBeach.com, 56% say the site influenced their decision – reinforcing an already strong desire to vacation here.

*Role of VisitMyrtleBeach.com
in MB Visitation*



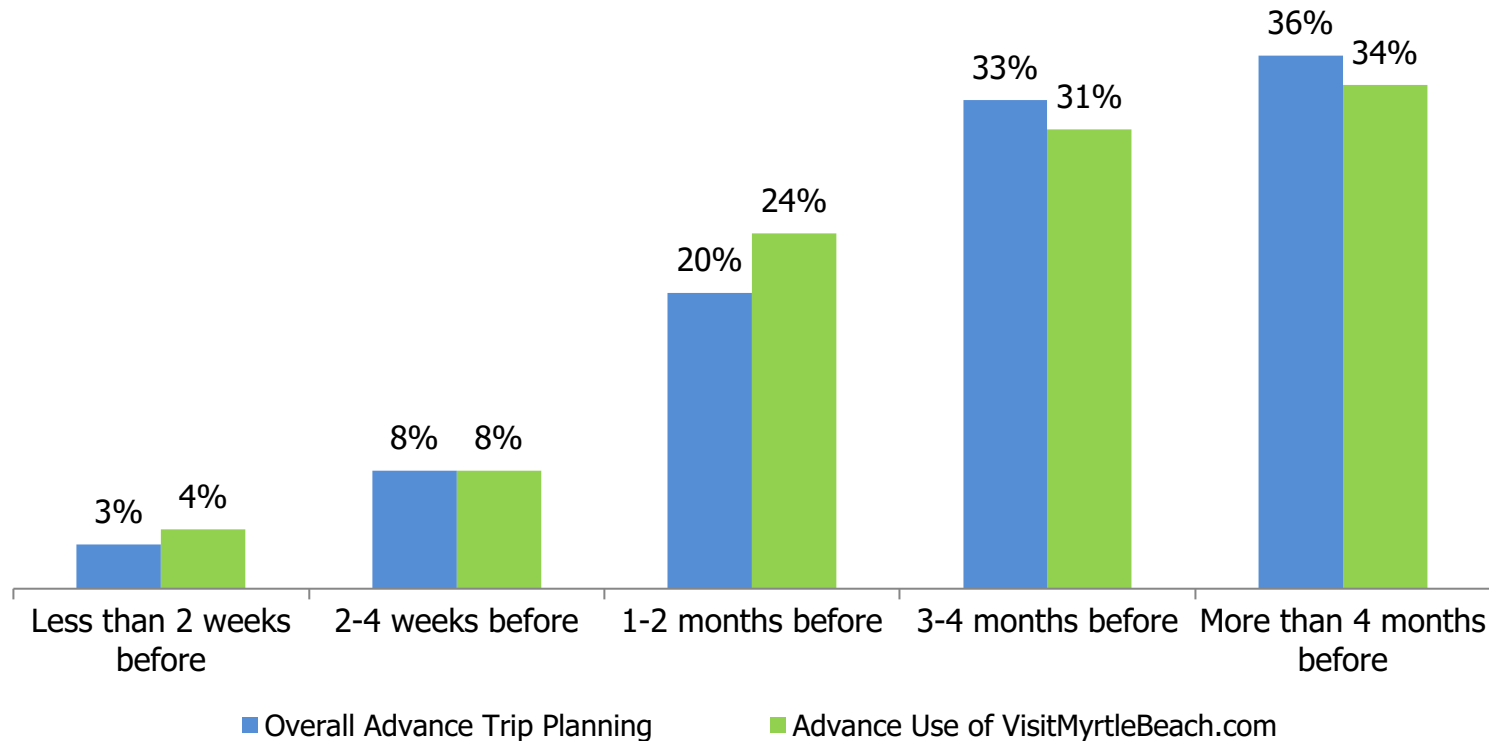
*Influence of VisitMyrtleBeach.com
in MB Visitation*



Base: Used VisitMyrtleBeach.com in planning (n=675)

Initial VisitMyrtleBeach.com visitation mirrors overall advance trip planning, indicating the site continues to be a first step in the planning process.

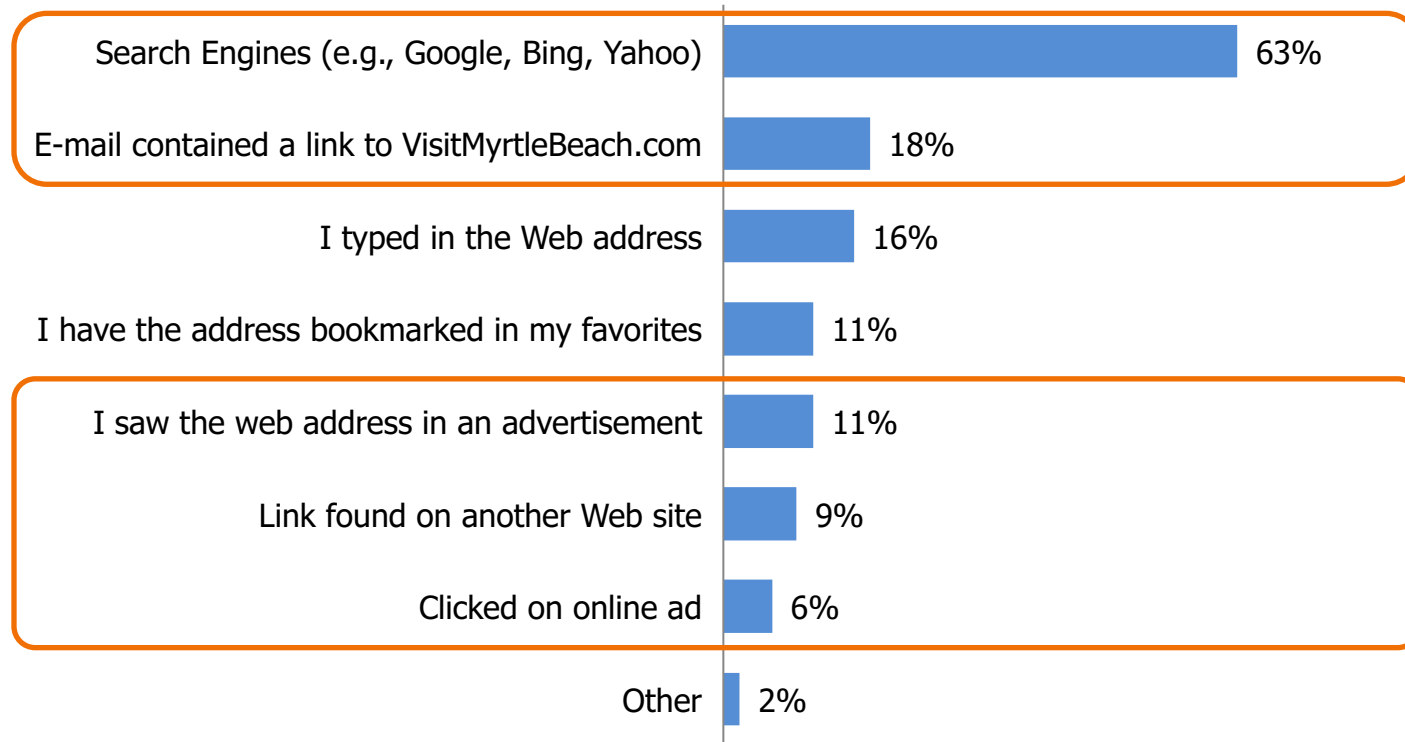
Advance Visitation of VisitMyrtleBeach.com



Base: Used VisitMyrtleBeach.com in planning (n=675)

At 63%, search engines remain the primary source of discovery of VisitMyrtleBeach.com. Beyond search engine optimization, other online efforts (e.g., e-mail campaigns, digital ads) are also successful at driving site visitation.

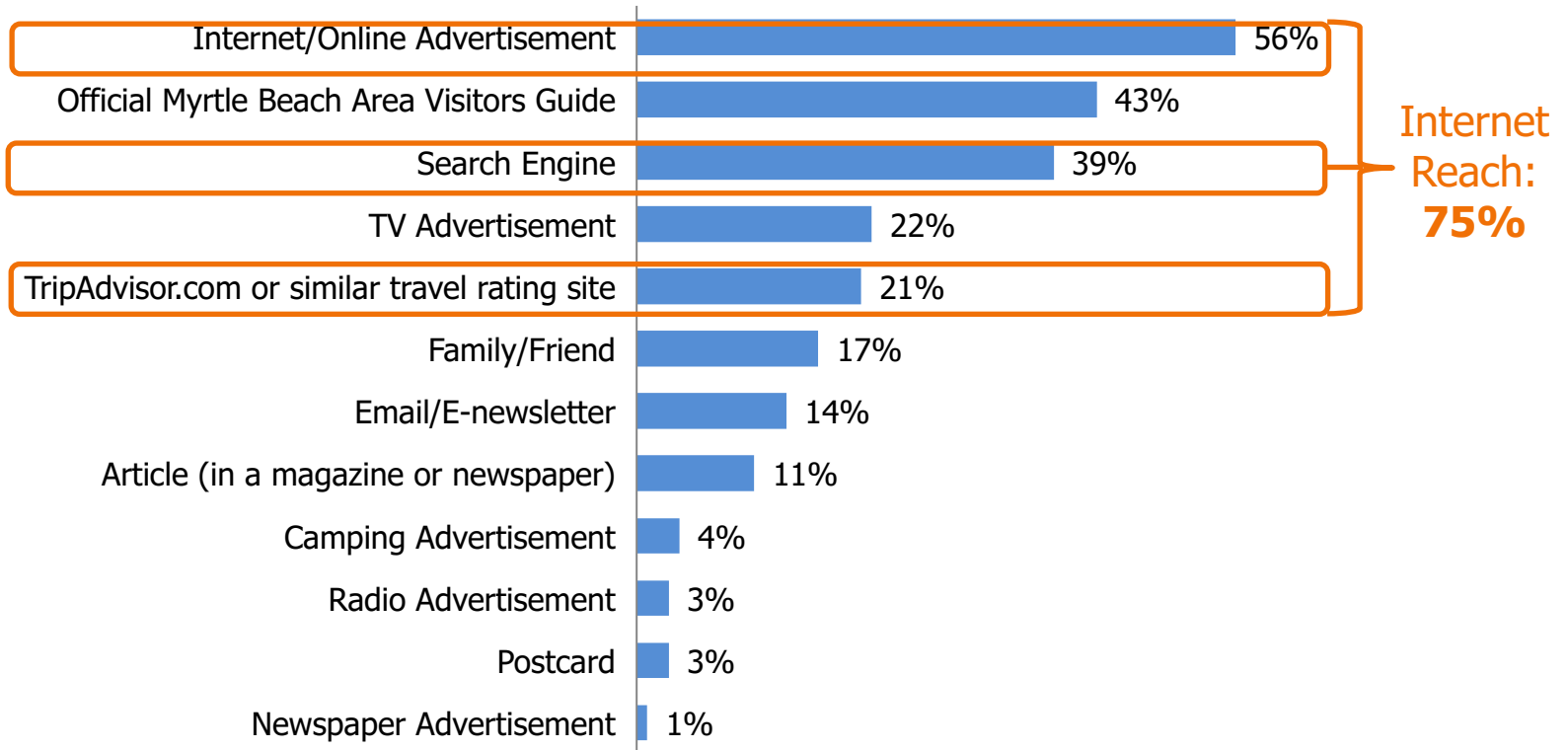
Means of Finding VisitMyrtleBeach.com



Base: Used VisitMyrtleBeach.com in planning (n=675)

Among those citing advertising as the source of their awareness of VisitMyrtleBeach.com, 56% learn about it through the Internet, followed by the Visitors Guide (43%).

Ad Source of VisitMyrtleBeach.com



Base: Learned about VisitMyrtleBeach.com through an advertisement (n=72)

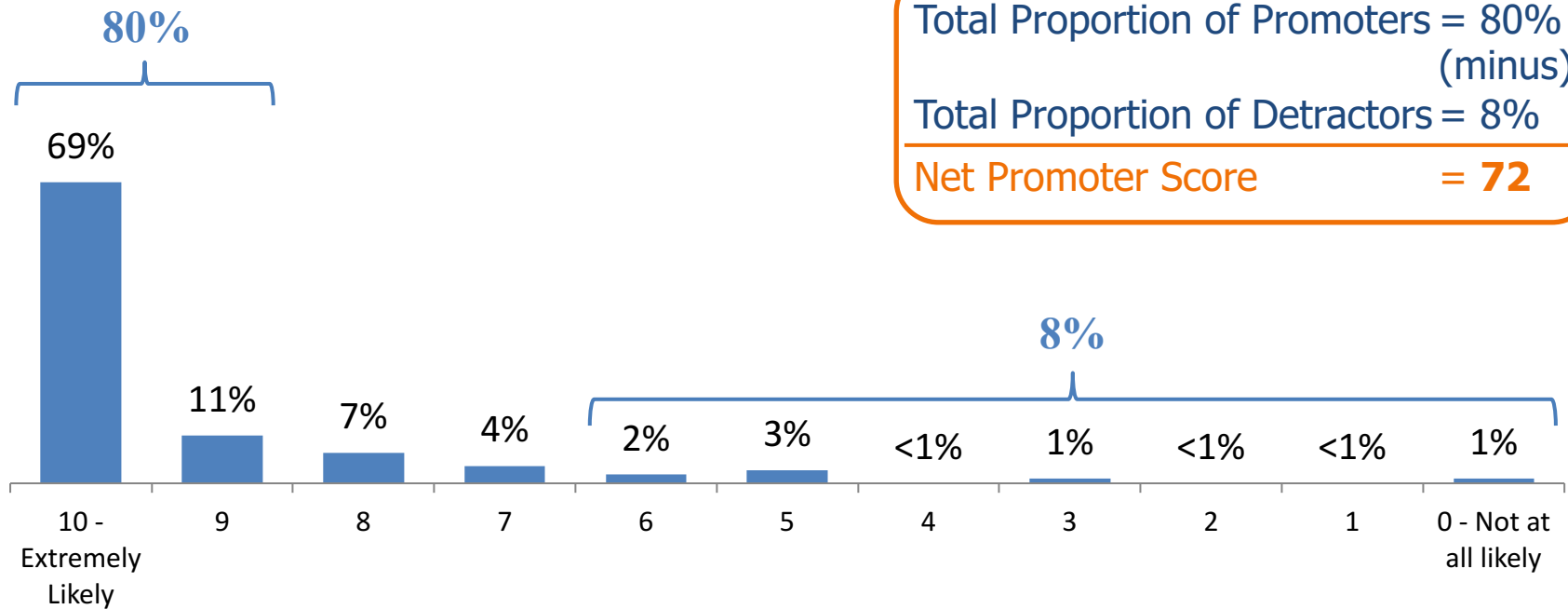


Net Promoter Score & Interest in Visiting

Net Promoter Score Index Explained

How likely is it that you would recommend Myrtle Beach as a vacation place to your family/friends?

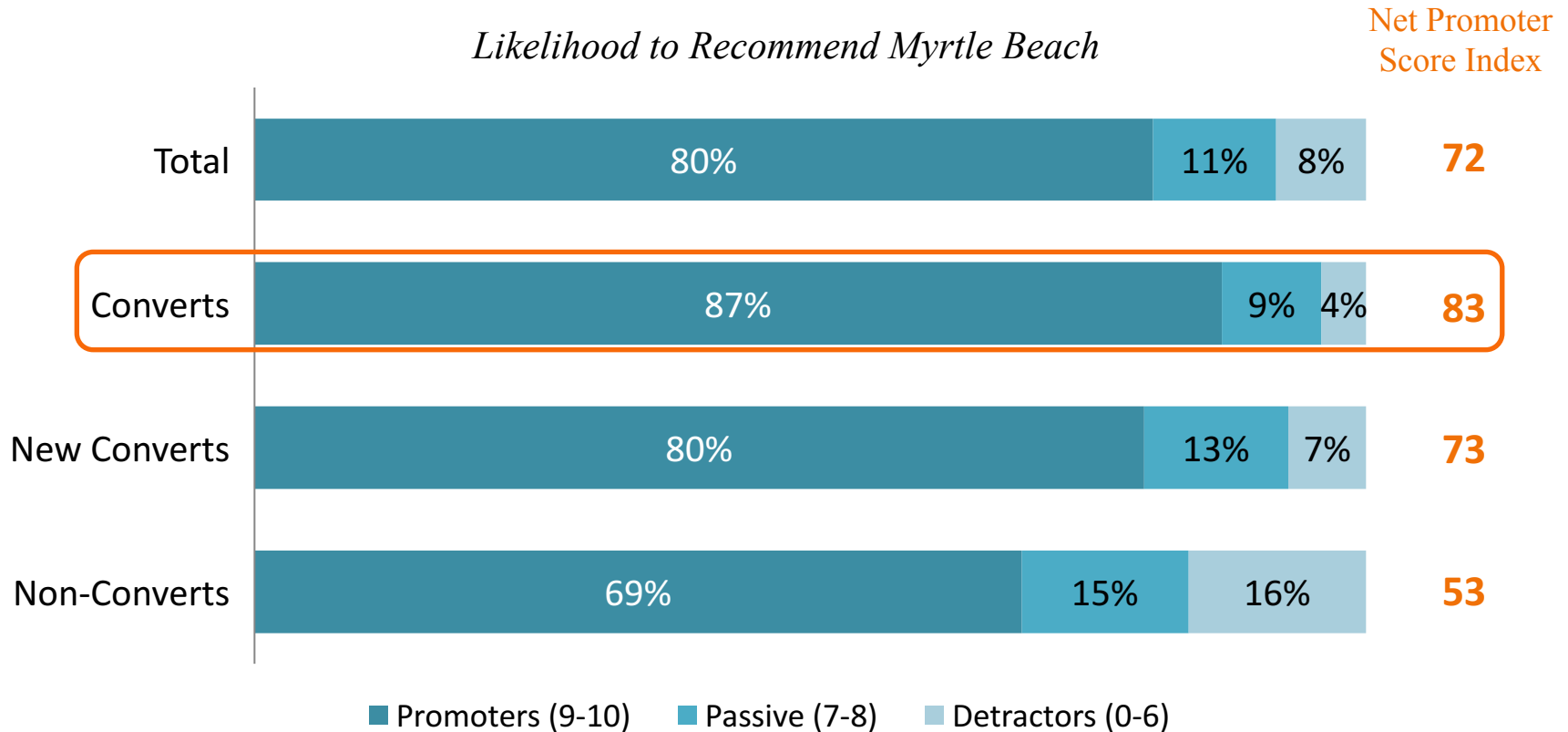
- The Net Promoter Score (NPS) is a brand in and of itself and correlates extremely highly with satisfaction but is a more sensitive measure to high and low scores.
- 'Recommendations' are what every brand should aim for – we need to set that bar.



Base: Took a vacation in 2016 (n=2,415)

Net Promoter Score Index

At 83% among Converts, we have an impressively strong Net Promoter Score. This represents considerable word-of-mouth equity for the Myrtle Beach area.

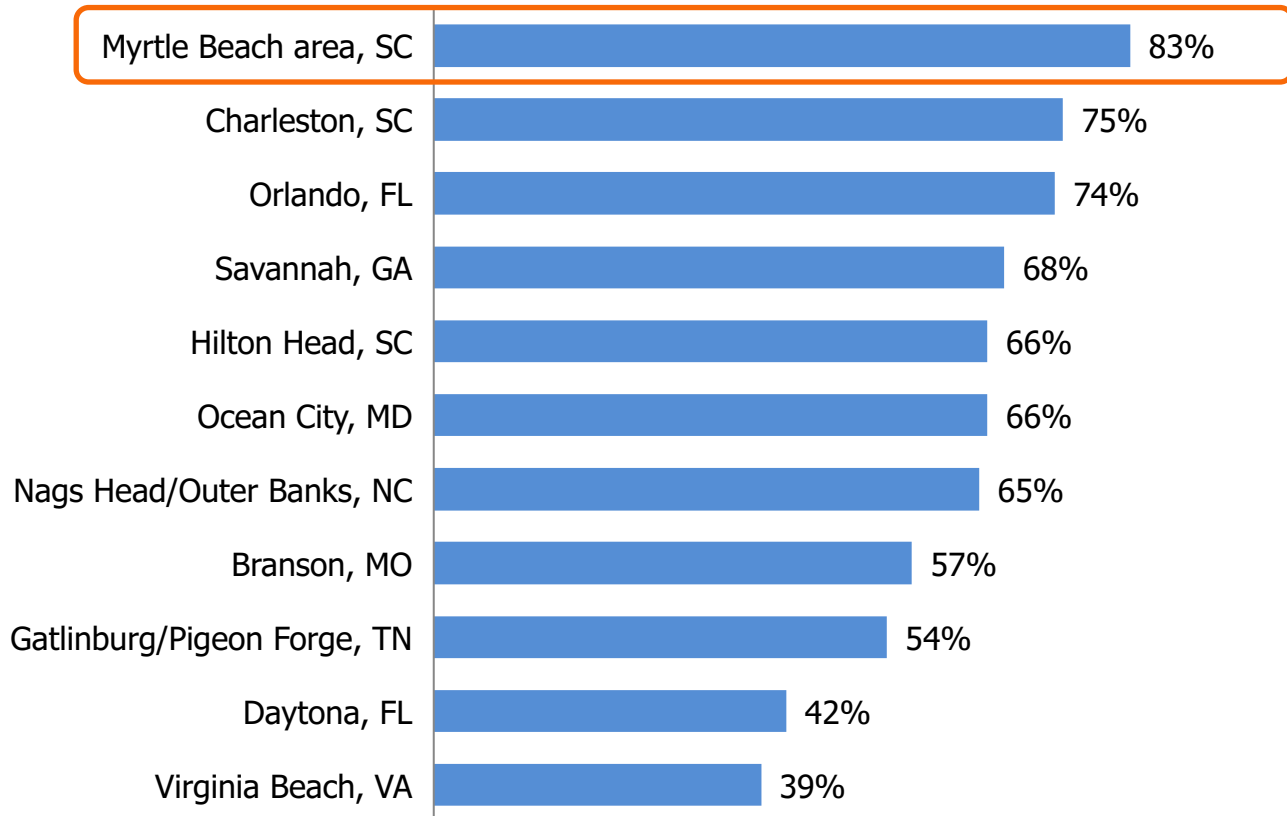


Base: Took a vacation in 2016 (n=2,415)

Net Promoter Score Index vs. Others

Among past and present visitors of these respective vacation destinations, the Myrtle Beach area's Net Promoter Score is the highest at 83%.

NPS Scores



Base: Varies, based on those who visited respective destinations in 2016.



Myrtle Beach Website Traffic, Inquiries & Conversion Rates

Website Conversion Calculation

The conversion figures are calculated using industry standard factors established to reconcile stated intention and actual behavior. These factors are then applied to the intent-to-visit responses, providing more realistic and conservative results:

	Stated Intent*		Factor	=	Resulting Intent
I will travel to the Myrtle Beach area soon and have made my reservation	63%	×	75%	=	47%
I am planning to travel to the Myrtle Beach area soon but have not made my reservation	23%	×	20%	=	5%
I may be traveling soon and am considering Myrtle Beach as a possible destination	12%	×	5%	=	1%
I do not have plans to travel to Myrtle Beach anytime soon	2%				

53%
 Conversion Rate

* Source: VisitMyrtleBeach.com website survey.

Website Conversion Rate & Return

The website conversion rate of 53% is based on those who have already made reservations, planned, or are considering, a trip to Myrtle Beach.

*2016 Visitor Conversion & Marketing Return**

Website Visits	13,127,900
Adjusted Website Visits ¹	7,876,740
Conversion Rate ²	53%
Converts	4,174,672
Spend Per Trip	\$2,866
Visitor Expenditures ³	\$11,964,610,525
Total Marketing/Media Expenditure	\$24,433,325
Revenue Per Marketing Dollar Spent	\$490

1. Adjusted Website Visits: Weighted down to 60% to adjust for repeat web site traffic, such as those viewing from multiple devices and/or locations over time.
2. Percentage of web site visitors who stated they have already made arrangements or are planning to visit Myrtle Beach. Factored for accuracy to 47% of "made reservations", 5% of "planning to visit Myrtle Beach", and 1% of "considering Myrtle Beach".
3. Visitor Expenditures: Projection of average trip expenditure of what visitors spent during their stay on lodging, dining, shopping, entertainment, and transportation and the conversion rate of visitors to annual web site traffic.

* **Figures based on VisitMyrtleBeach.com site traffic metrics and 2016 website survey results.**

Myrtle Beach Visitor Spending Patterns

The average party spent \$2,866 in total – accommodations were the largest single chunk at \$759 for the total stay (\$146/night on average).

Trip Expenditures Among 2016 Visitors

	Average Expenditure per Party
Accommodations	\$759
Restaurants/Groceries	\$585
Golf	\$51
Entertainment/Attractions	\$430
Shopping	\$485
Daily transportation (excluding rental car)	\$113
Rental car	\$119
Miscellaneous	\$324
Total Expenditure:	\$2,866

Median Party Size:
4 people

Avg. Length of Stay:
5 nights

Base: Converts; visited Myrtle Beach in 2016 (n= n=1,517)

Website Conversion Rate & Return by Visitor Type

Marketing impact can be categorized into different degrees by looking at visitor type. Repeat Converts are loyal to Myrtle Beach and thus marketing efforts largely serve to maintain and reinforce that loyalty. In the absence of destination loyalty, Lapsed and New Converts are more directly impacted by marketing. Distinguishing between these groups provides some insight to the amount of visitation we *influence* and the amount we actually *create*.

*2016 Marketing Return by Visitor Type**

	Repeat Converts (visited 1-3 years ago)	Lapsed Converts (visited 4+ years ago)	New Converts (never visited before)
Proportion of Converts	46%	14%	40%
Travel Parties	1,920,349	584,454	1,669,869
Visitor Expenditures	\$5,503,720,842	\$1,675,045,474	\$4,785,844,210
Revenue Per Marketing Dollar Spent	\$225	\$69	\$196

* Figures based on VisitMyrtleBeach.com site traffic metrics and 2016 website survey results.

Three key indicators demonstrate very strong performance...



53%

Conversion rate among site visitors, with 37% being completely New Converts.

\$490

Revenue generated per dollar spent. \$2,866 spent per party over the length of their stay.

83

Myrtle Beach Net Promoter Score which is exceptionally high – worth leveraging.



Respondent Profile

Respondent Profile

	Total	Converts	New Converts
Age			
18 to 24	1%	1%	2%
25 to 34	8%	7%	7%
35 to 44	16%	17%	18%
45 to 54	25%	27%	28%
55 to 64	28%	28%	27%
65+	23%	20%	18%
Mean (years)	53.7	52.9	52.2
Gender			
Male	33%	33%	29%
Female	67%	67%	71%
Education			
HS graduate or less	21%	20%	19%
Some college/technical/trade school	30%	29%	28%
Associate's degree	13%	15%	16%
Bachelor's degree	22%	22%	23%
Post-graduate study/degree	13%	13%	14%
Other	1%	1%	0%

Respondent Profile (cont'd)

	Total	Converts	New Converts
Marital Status			
Married/Partnered	75%	78%	76%
Single	12%	10%	11%
Separated/Divorced/Widowed	13%	12%	12%
Annual Household Income			
Less than \$45,000	21%	17%	14%
\$45,000 - \$74,999	26%	25%	23%
\$75,000 - \$99,999	14%	17%	17%
\$100,000 or more	19%	21%	22%
Prefer not to answer	20%	20%	23%
Mean (\$000s)	\$69.7K	\$74.6K	\$77.1K
Ethnicity			
White	88%	91%	89%
Black	9%	7%	8%
Other	3%	3%	3%

Respondent Profile (cont'd)

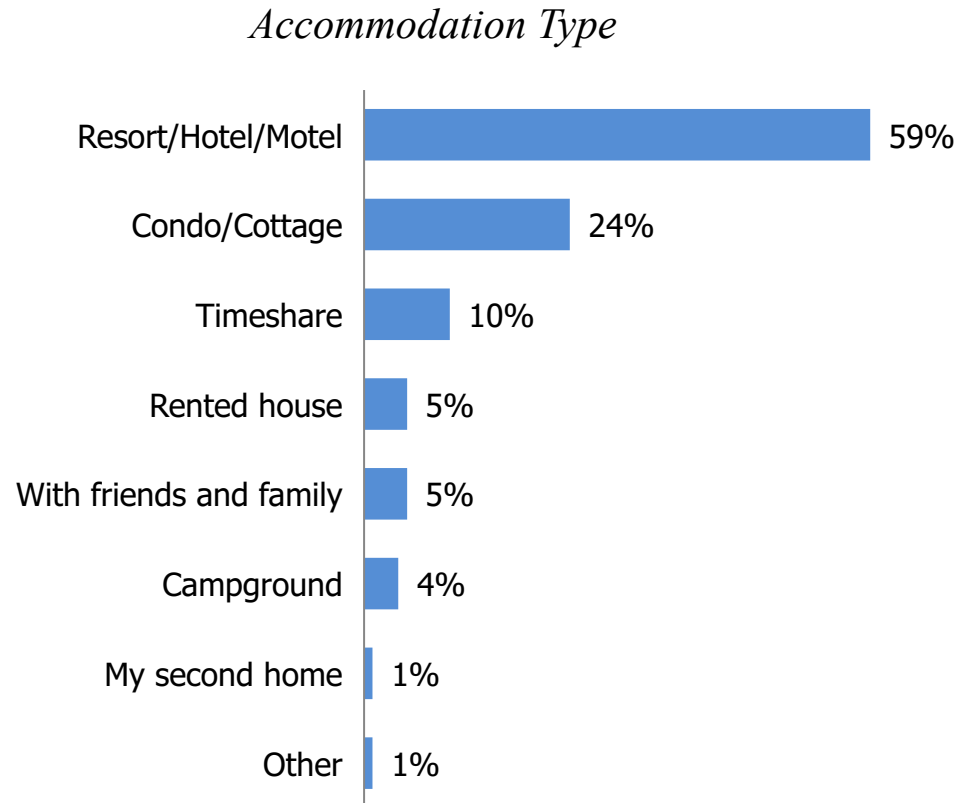
	Total	Converts	New Converts
Employment Status			
Employed full time	53%	57%	57%
Employed part time	8%	7%	7%
Not employed, in between jobs	1%	1%	2%
Homemaker	5%	4%	5%
Retired	29%	28%	26%
Student	1%	0%	1%
Other	3%	2%	2%
Occupation (if employed)			
Executive/Owner	3%	3%	3%
Manager/Technical	18%	20%	19%
Sales/Purchasing	8%	9%	8%
Other professional	33%	33%	36%
Craft/Factory	5%	5%	3%
Education	10%	9%	8%
Self-Employed	5%	5%	6%
Other	19%	17%	16%
Get Paid Vacation (if employed)			
Yes	82%	85%	86%
Days off allotted (mean)	19.7	19.4	20.0
Days off used (mean)	16.6	16.8	17.0



Appendix I: Accommodations Patterns

Accommodations Patterns

Most Converts stay in paid accommodations, with resort/hotel/motel accommodations being the most common (59%) and condo/cottage a distant second (24%).

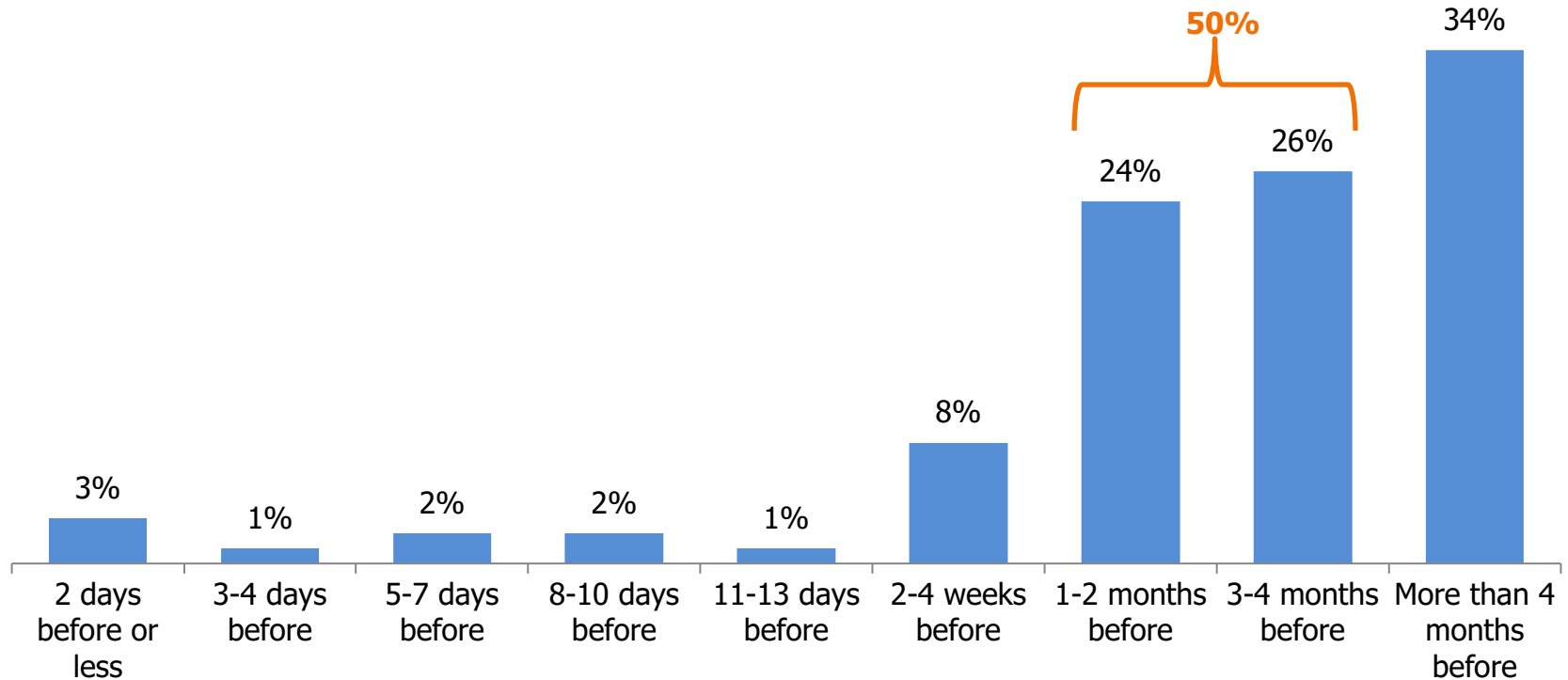


Base: Converts; visited Myrtle Beach in 2016 (n=1,517)

Accommodations Patterns

50% of Converts make lodging reservations 1 to 4 months prior to arrival, and 34% of Converts reserve 4+ months in advance.

Advance Booking of Accommodations

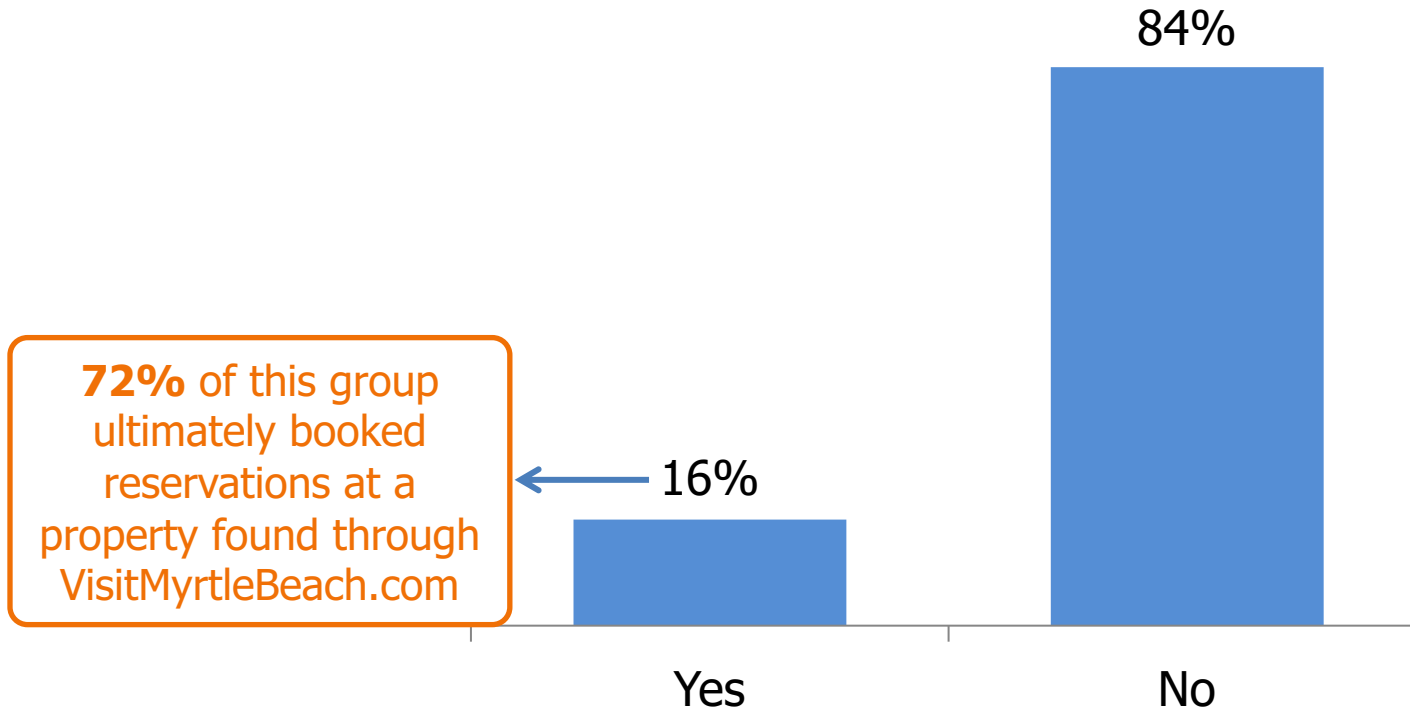


Base: Stayed in paid accommodations (n=1,472)

Accommodations Patterns

16% use VisitMyrtleBeach.com to locate and secure accommodations. Among those who use it, 72% ultimately book at a property they find through the site.

Use of VisitMyrtleBeach.com to locate and secure accommodations

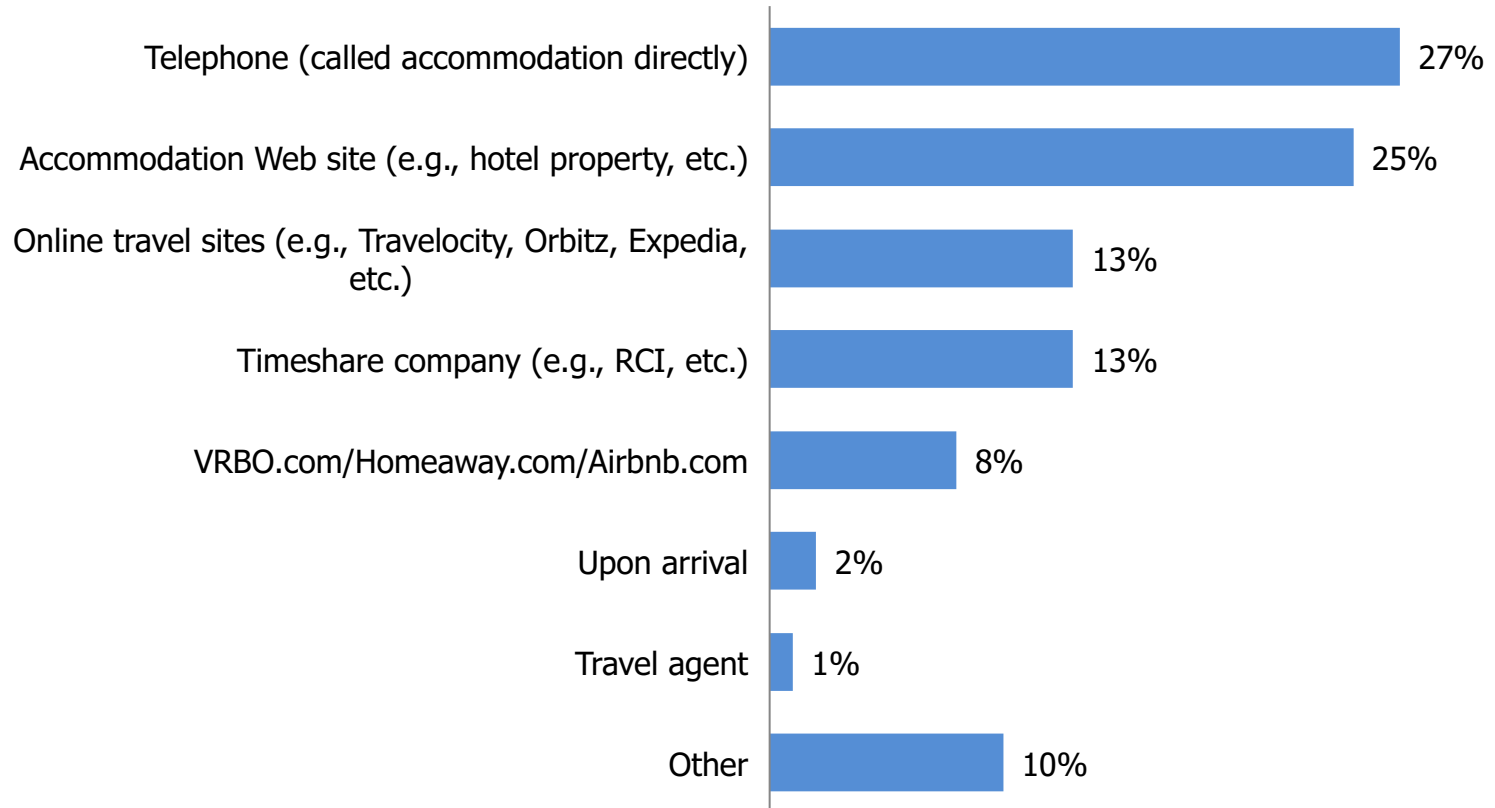


Base: Stayed in paid accommodations (n=1,472)

Accommodations Patterns

Among those who stay in paid accommodations on their trip, 27% make reservations via the telephone and 25% use the property's website.

Reservations Channel

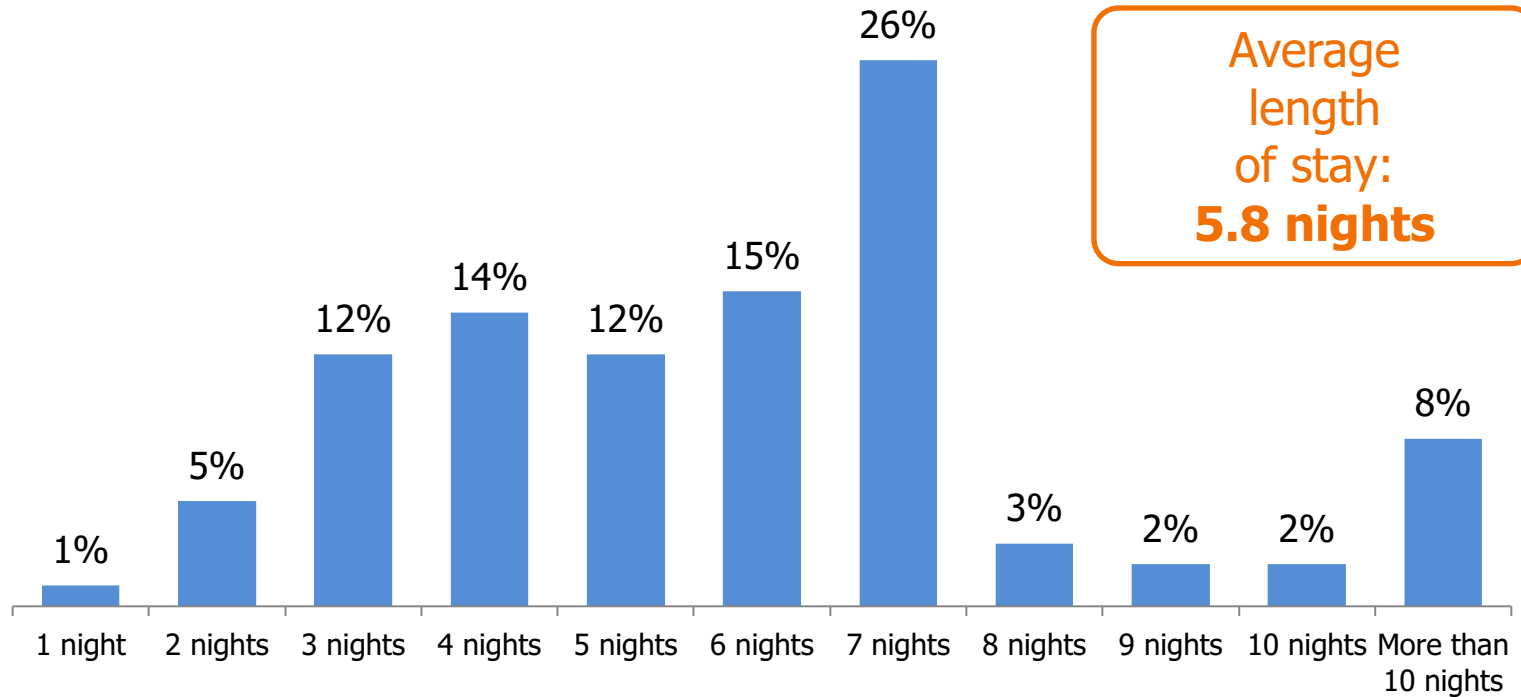


Base: Stayed in paid accommodations (n=1,472)

Accommodations Patterns

Regardless of whether they pay for their accommodations, 26% of Converts stay in the Myrtle Beach area 7 nights (5.8 nights on average).

*Length of Trip
 (Paid and Unpaid Accommodations)*

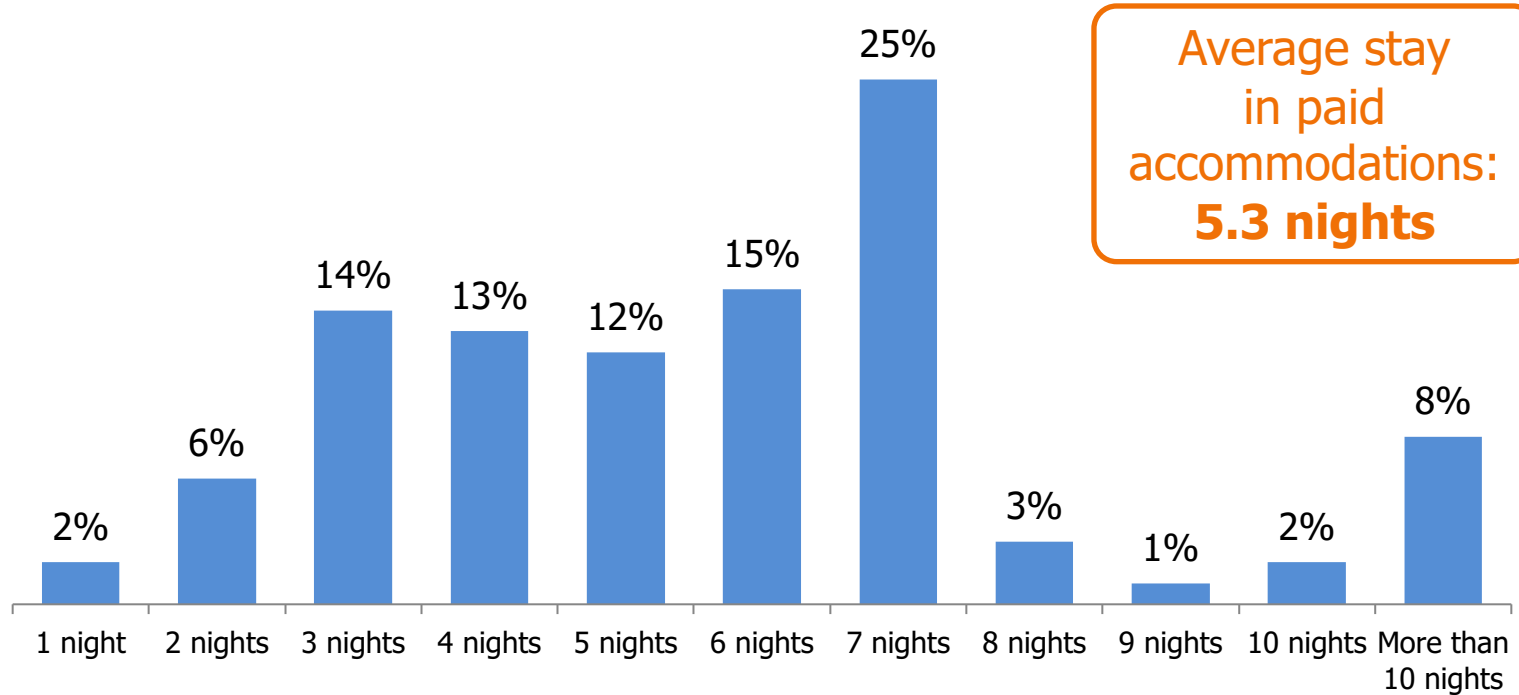


Base: Converts; visited Myrtle Beach in 2016 (n=1,517)

Accommodations Patterns

The majority of Converts report staying in paid accommodations. As such, 7 nights is again the most common length of their trip to the Myrtle Beach area (25%, with an average stay of 5.3 nights).

*Length of Trip
(Paid Accommodations)*

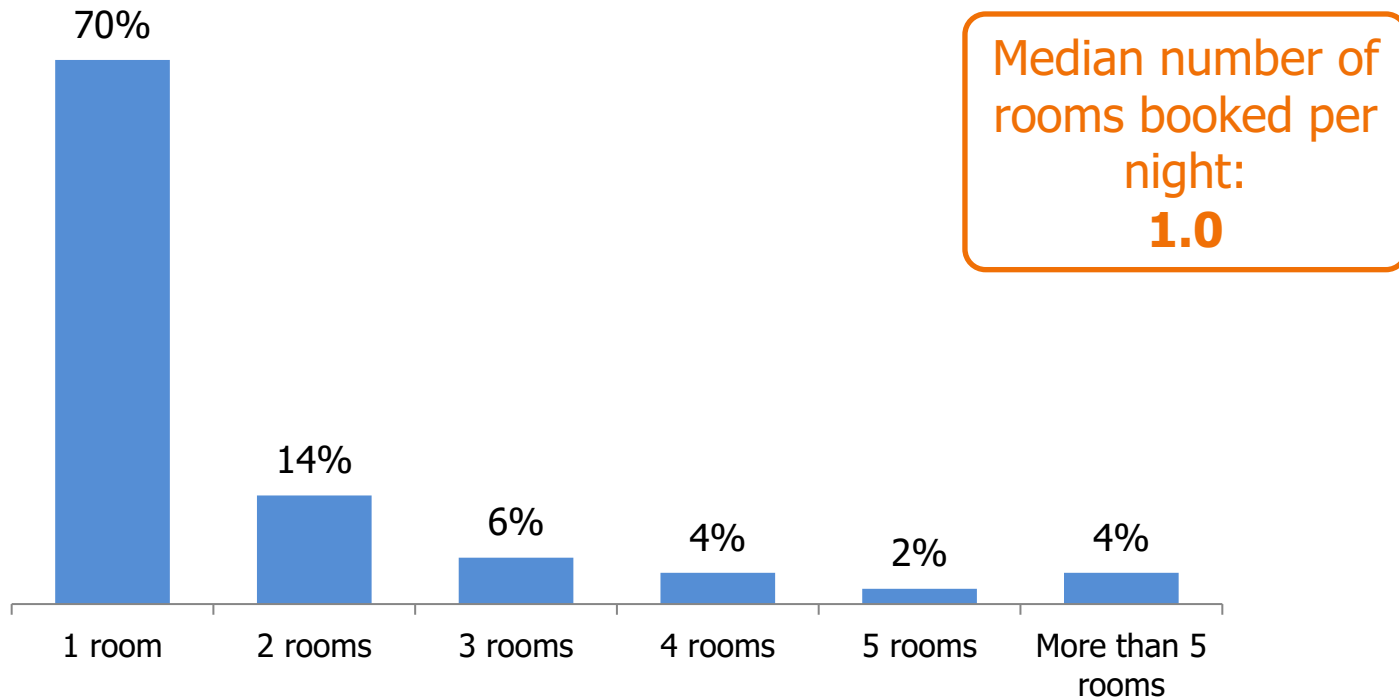


Base: Stayed in paid accommodations (n=1,472)

Accommodations Patterns

70% of visitors who stay in paid accommodations book 1 room per night.

Rooms Booked per Night



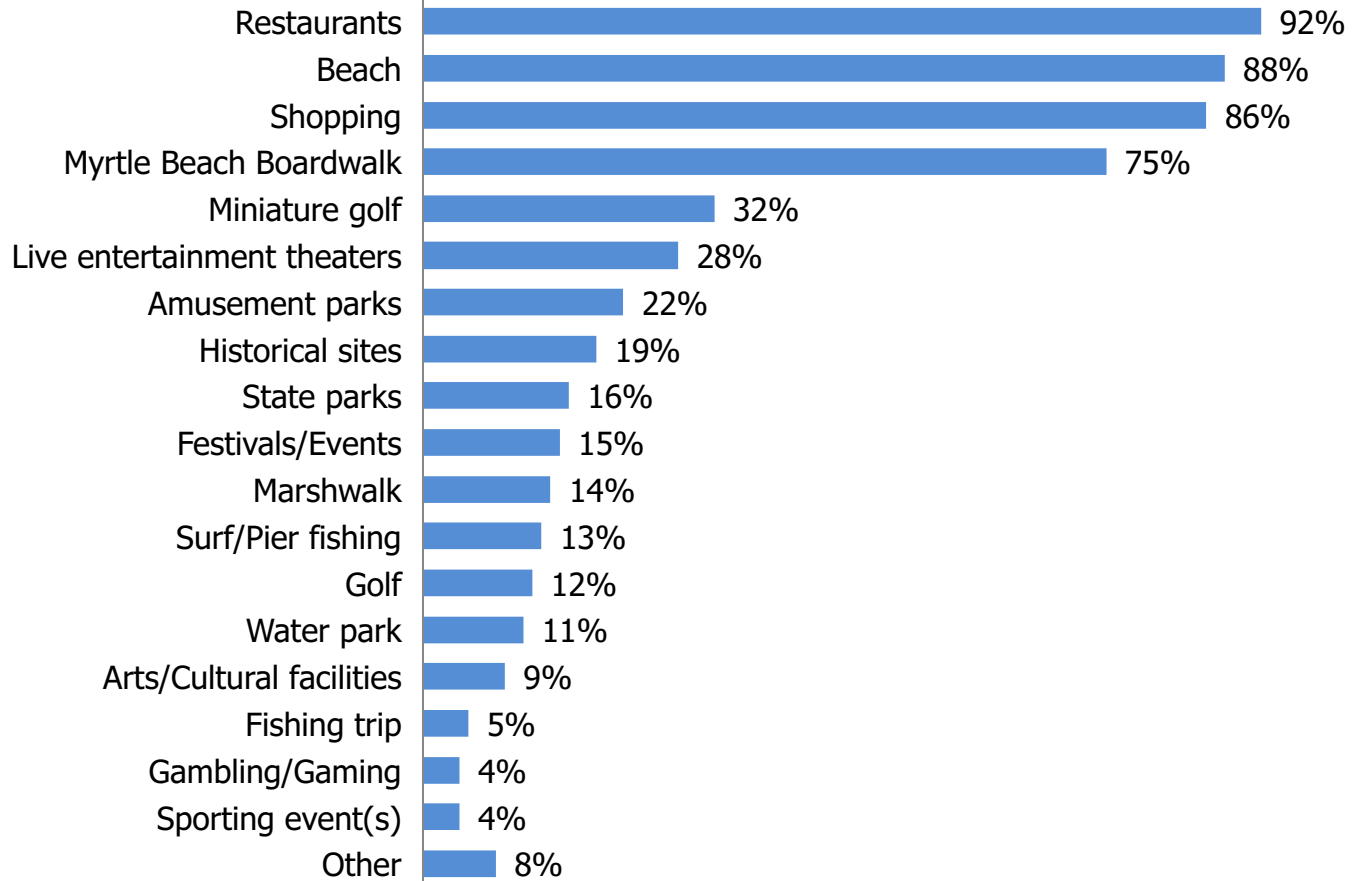
Base: Stayed in paid accommodations (n=1,472)



Appendix II: Travel Patterns

Going to restaurants, the beach, and shopping are the most popular activities while in the Myrtle Beach area, followed by the Myrtle Beach Boardwalk.

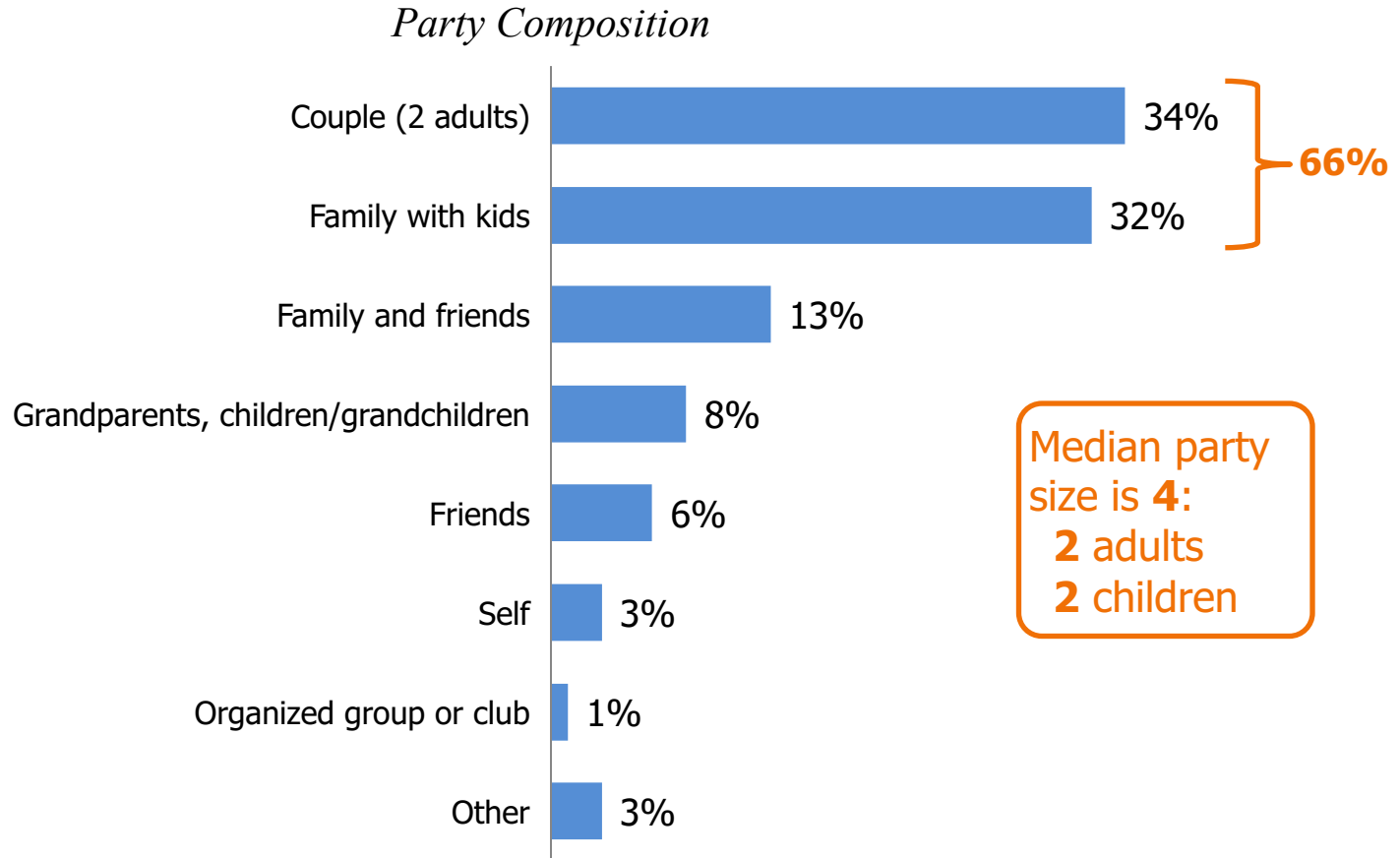
Activities Participated in at Myrtle Beach



Base: Converts; visited Myrtle Beach in 2016 (n=1,517)

Travel Party Composition

The majority of Myrtle Beach Converts travel in groups, with 66% traveling as a couple or as a family with kids.

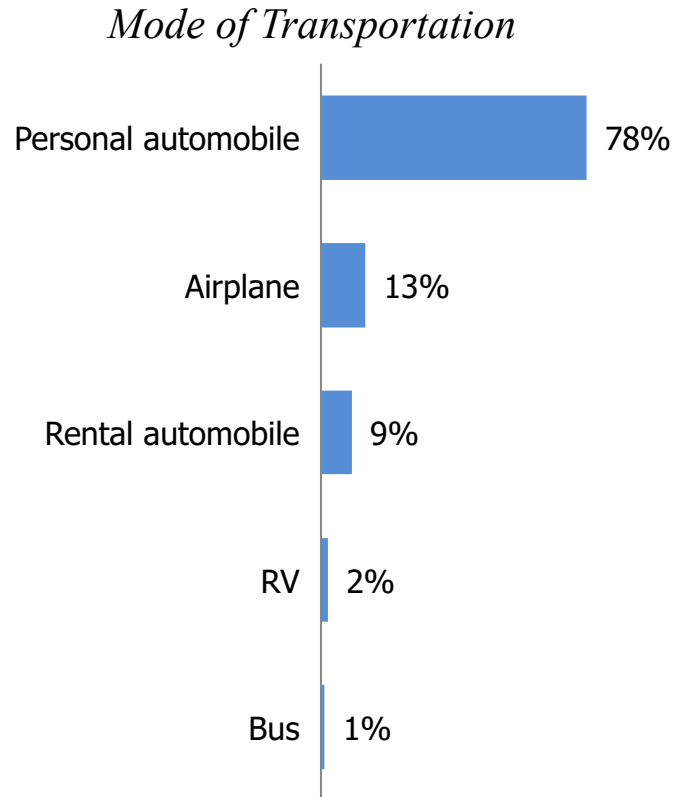


Base: Converts; visited Myrtle Beach in 2016 (n=1,517)

Q28. Which of the following best describes the travel group you were with on your most recent leisure trip to the Myrtle Beach area?

Q29. How many were in your travel party, including yourself?

78% of Converts arrive in the area via their own car, with air travel a distant second (13%).

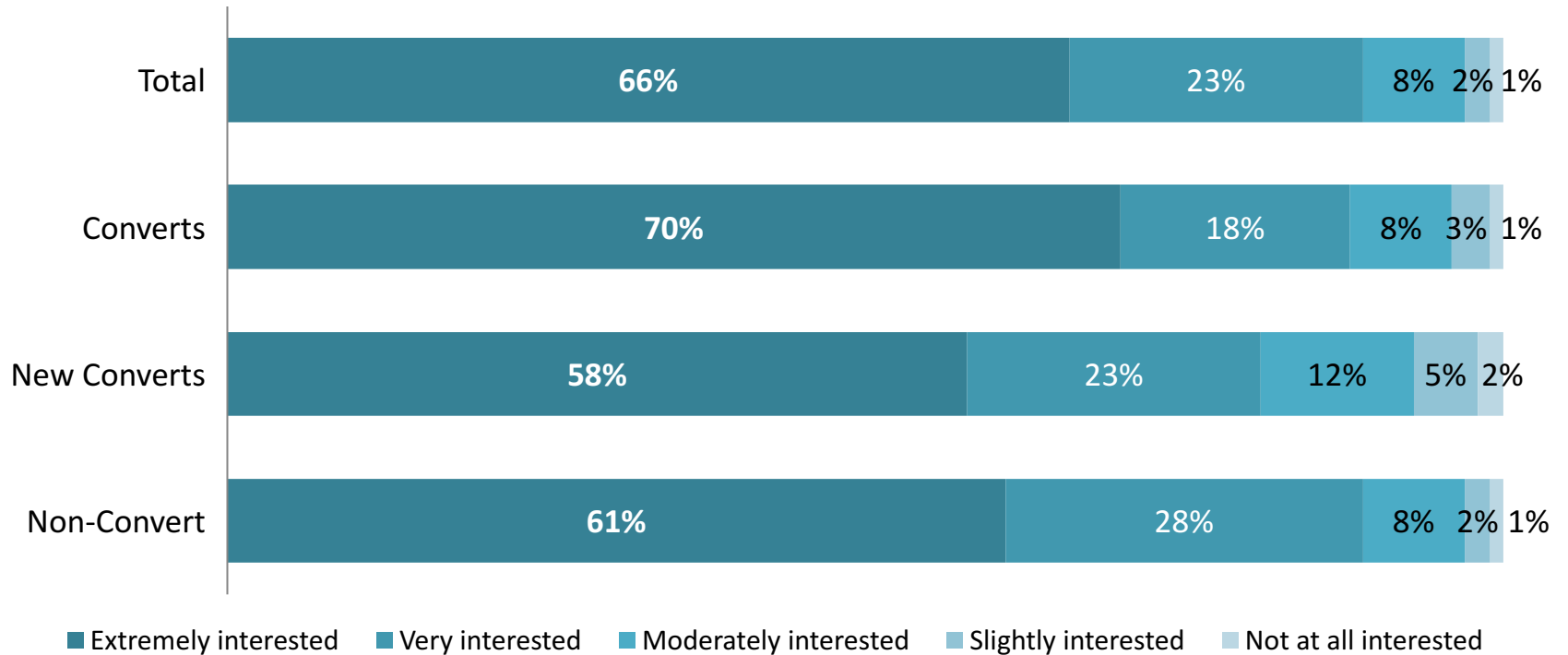


Base: Converts; visited Myrtle Beach in 2016 (n=1,517)

Interest in Visiting

The area's high Net Promoter Score translates into significant repeat visitation – an indication that the 'lifetime value' of a Myrtle Beach visitor is considerable.

Interest in Visiting Myrtle Beach



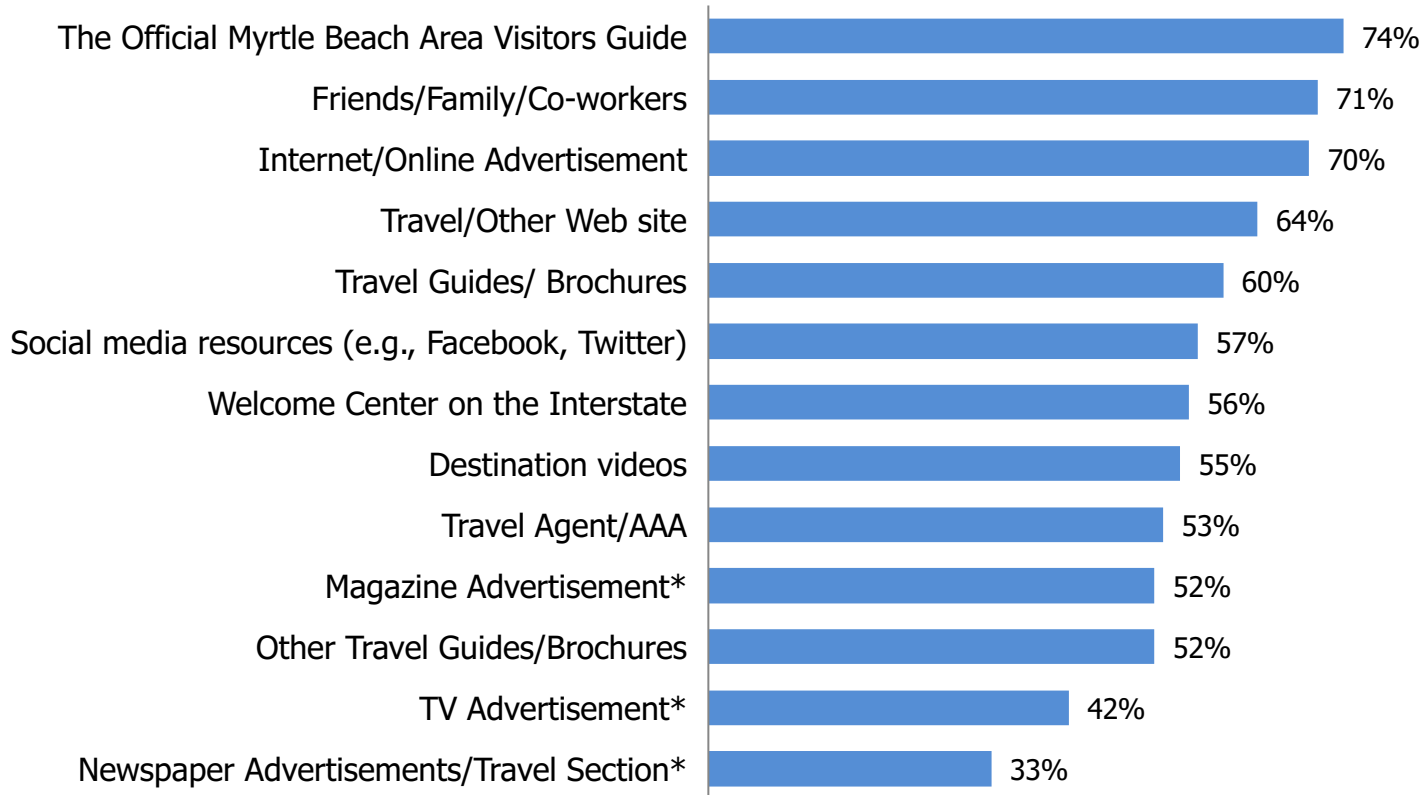
Base: Total (n=2,911)



Appendix III: Information Sources & Planning

The Visitors Guide, Friends/Family/Co-workers, and the Internet are the most useful vacation planning information sources.

*Usefulness of Information Sources
 (Top-2-Box on a 0-10 Usefulness Scale)*



Base: Inquirers; visited Myrtle Beach in 2016 varies by type of source used.

*** Caution low base size for these sources; Note: Radio base too low to show data.**

Q14. How useful were each of the following in planning your vacation to the Myrtle Beach area? (10=Extremely useful, 0=Not at all useful)