

2019

Annual Report



visit
**MYRTLE
BEACH**

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To Our Myrtle Beach Area Tourism Industry Partners



The success of the Myrtle Beach area as a premier beach destination is inspiring and it's our partners who help make this success a reality each day. The Myrtle Beach area's tourism industry continues to grow and sets new records each year. The numbers tell the story – in 2018, 20.4 million people visited the destination and generated \$10.8 billion in expenditures, up 4% and 7% year over year respectively. While we won't have 2019 numbers until spring 2020, our tax collections indicate strong year over year growth, including a 10% increase for TDF through October.

Together, we've grown this amazing destination not only for our visitors, but for our residents, and have greatly contributed to our overall quality of life. The tourism industry employs more than 57,000 residents and supports world-class attractions and events that both visitors and locals enjoy, such as the Carolina Country Music Festival. The local taxes collected by visitors – almost \$47.6 million through October 2019 – not only support destination marketing, but help pay for schools, police and fire personnel and infrastructure. Our tourism industry is ensuring a bright future for both visitors and locals alike.

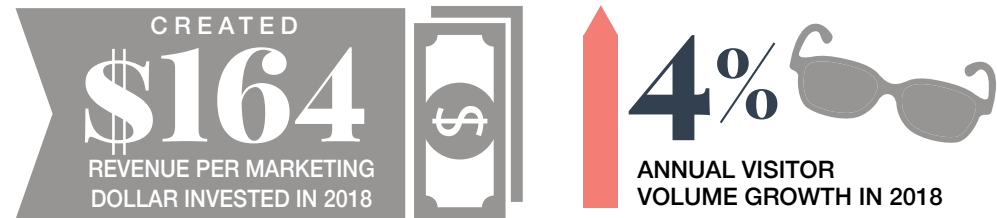
As you review this report and reflect on a stellar year of performance for our industry, please know that we're not done. We'll continue to enhance our approach, refine our brand message and reach even higher. And together we'll continue to excel with your continued engagement, collaboration and unwavering belief in the Myrtle Beach area. Together, we are making a major difference for our community on the national, state and local levels. Together, we're making this world-class destination a great place to live, work and play.

Thank you for all you do to support the marketing of the Myrtle Beach destination.

Sincerely,

Karen Riordan
President and CEO, MBACC/CVB

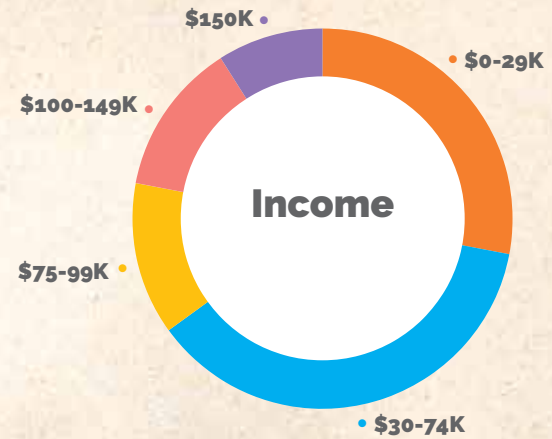
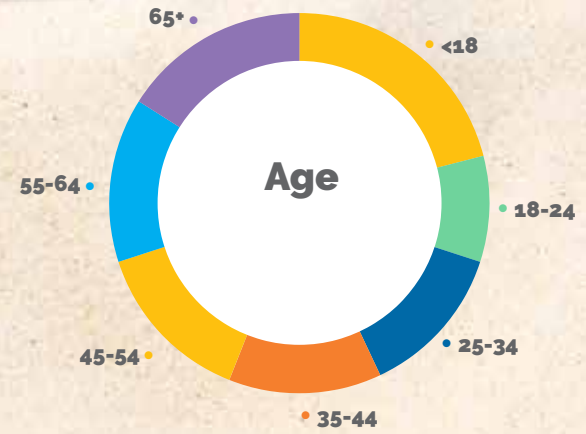
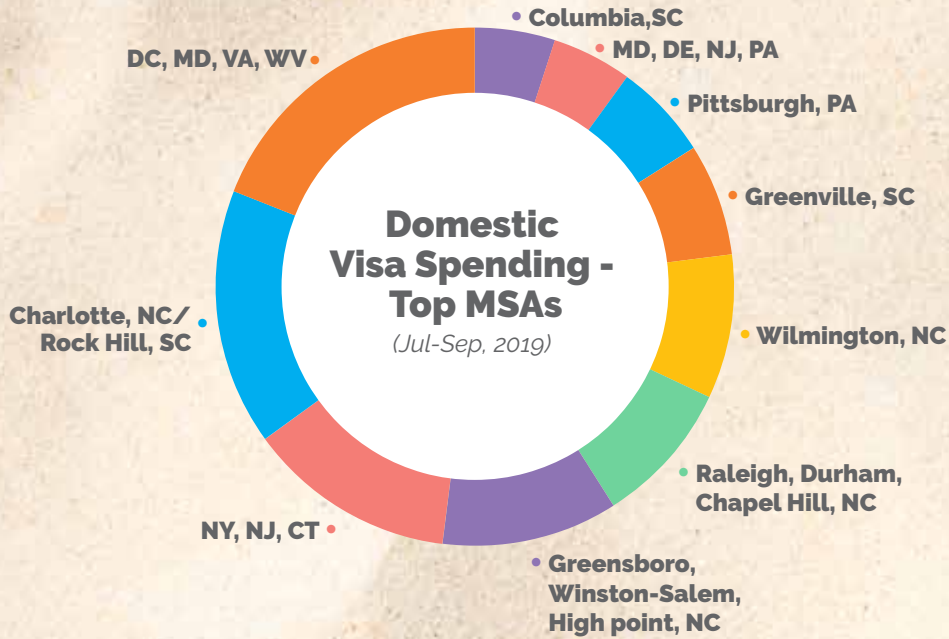
Key Tourism Metrics



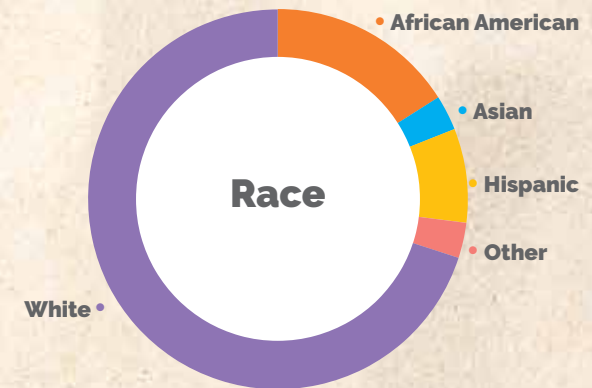
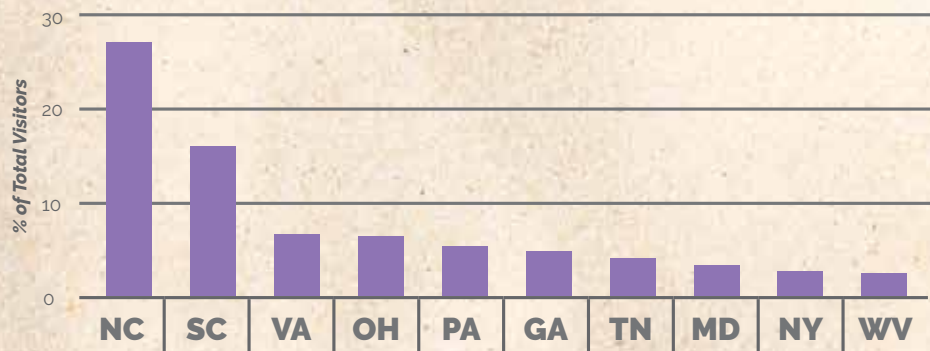
2019 NUMBERS WILL BE AVAILABLE IN SPRING 2020

 **Flip.to** **Advocacy Impact**

- Over 29 million friends & family reached, created from 36,000 advocates YTD
- Generated more than 561,000 unique visitors to member websites & VMB, along with over 124,000 warm leads interested in a future stay
- Booked more than 19,200 room nights, an 81% increase year-over-year
- 51 lodging partners live on the platform and growing (through Nov. 2019).



Top 10 Visiting States During Summer



2019 Group Sales Performance

	GOAL	ACTUAL YTD
SITE VISITS & FAM TOURS	22	50
TRADESHOWS	47	40
TARGETED SALES MISSION	4	5
DEFINITE ROOM NIGHTS GENERATED	270,000	296,719
GROUP LEADS GENERATED	758	809

2019 Tradeshows

January 26-29 - American Bus Association (ABA)
 January 29-31 - Religious Conference Management Association (RCMA)
 February 24-27 - Travel South Domestic
 March 6-10 - ITB Berlin Conference
 April 1 - TravelBrands Product Launch Shows
 April 1 - Let's Talk Travel Presentation Seminar
 April 4 - TravelBrands Product Launch Shows
 April 24-25 - Receptive Tour Operator Summit East
 May 5 - Forever Young Lifestyle Show
 May 6-9 - National Association of Sports Commissions (NASC) Symposium
 May 14-16 - Let's Talk Travel Presentation Seminars
 May 18-22 - Simpleview Summit
 May 29-30 - Let's Talk Travel Presentation Seminars
 May 29-31 - HelmsBriscoe ABC
 June 1-5 - International Pow-Wow (IPW)
 June 15-18 - Meeting Professionals International World Education Conference (MPI-WEC)
 June 20-23 - Travel Media Association of Canada AGM
 July 8 -10 - Spotlight on the Southeast
 July 8-11 - CVENT Connect
 August 9-13 - Student & Youth Travel Association (SYTA)
 August 10-13 - American Society of Association Executives (ASAE) Annual Meeting
 August 13-14 - Canadian Meetings & Event Expo
 August 26-28 - Connect Corporate, Association & Sports
 August 25-28 - Meetings & Incentives Forum Americas
 September 8 - Forever Young Lifestyle Show
 September 9-13 - Brand USA Travel Week
 September 9-13 - SPORTS
 September 10-12 - The Worldwide Exhibition for Incentive Travel, Meetings & Events (IMEX)
 September 15 - CAA Niagara Travel Show
 September 24-26 - Small Market Meetings Conference
 October 1 - CAA Kitchener Travel Show
 October 19-21 - Uniglobe Travel Eastern Canada Conference
 October 24 - U.S. Commercial Service VIP Event
 October 25-27 - International Travel & Tourism Show
 October 29 - Site Canada Educational Day Showcase
 October 31- November 3 - Spotlight on the Mid-Atlantic
 November 3-6 - Ontario Motorcoach Association (OMCA)
 November 4-6 - World Travel Market Conference
 November 11-14 - Travel, Events & Management in Sports (TEAMS)
 December 2-5 - Travel South International Showcase



By The Numbers

\$9.2B

2019 Gross Retail Sales
for Horry County as of
Sep 2019, **Up 1.86% YOY**



\$27.6M

Tourism Development Fee
Collections as of Oct 2019
Up 10.4% YOY



61.87%

Average Occupancy
in 2019 as of Nov
2019, **Up 1.8% YOY**



2018 Gross Annual Sales

FOR HORRY COUNTY SPECIFIC TOURISM INDUSTRY SECTORS



\$1.058B

LODGING

Source: State A-Tax revenues



\$1.55B

RESTAURANTS



\$1.45B

RETAIL STORES



\$1.19B

SUPERMARKETS



\$586.9M

GAS STATIONS



\$191.8M

AMUSEMENTS



\$43.6M

GOLF/COUNTRY CLUBS

Source: SC Department of Revenue
2019 Data not available as of printing.

2019 Accolades & Awards Highlights



USA TODAY

MYRTLE BEACH #1 ON LIST OF 50 CITIES WHERE EVERYONE WANTS TO LIVE



U.S. NEWS & WORLD REPORT

THE BEST PLACES TO LIVE IN SOUTH CAROLINA



MSN.COM

14 BEACHES THAT ARE BETTER IN THE FALL



FORBES

SEPTEMBER: THE BEST TIME FOR A BEACH GETAWAY



YAHOO! FINANCE

30 MOST AFFORDABLE US VACATIONS FOR FAMILIES



READER'S DIGEST

THE BEST STATE PARK IN EVERY STATE



FORBES

BEST RESORTS IN MYRTLE BEACH



BUDGET TRAVEL

10 BEST BARGAIN TRIPS FOR SPRING



U.S. NEWS & WORLD REPORT

50 AWESOME VACATION IDEAS FOR EVERY TYPE OF TRAVELER



TRIPADVISOR

10 BEST FAMILY BEACHES FOR 2019



FOOD NETWORK

50 STATES OF WAFFLES



MSN.COM

SPRING BREAK DESTINATIONS TO ESCAPE THE CROWDS



USA TODAY

THESE 25 CITIES ARE SEEING A HUGE BOOST IN RESIDENTS AS POPULATION GROWS



USA TODAY

20 HOT DESTINATIONS YOU CAN VISIT FOR LESS THAN \$100 A DAY



USA TODAY

5 BEAUTIFUL, UNDERRATED SPOTS TO BUY A VACATION HOME



SOUTHERN LIVING

THE SOUTH'S BEST BEACH TOWNS 2019



FORBES

TOP SPRING BREAK DESTINATIONS OF 2019

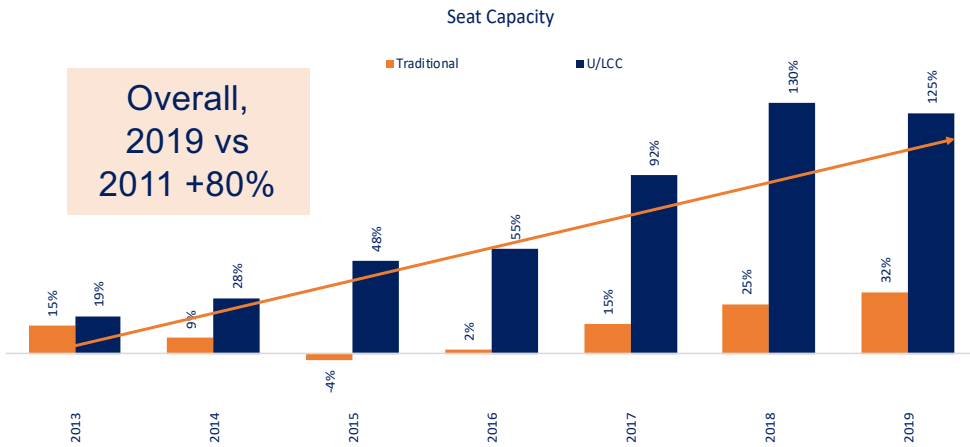


U.S. NEWS & WORLD REPORT

BEST CHEAP SPRING BREAK DESTINATIONS

Air Service

Thank you to 2019 MBACC Board of Directors



Sources: MYR Airline Stats Report; DIIO Mi
Notes: Seat capacity based on carriers operating in 2019

- MATT KLUGMAN, Vacation Myrtle Beach Resorts Chair of the Board
- CARLA SCHUESSLER, Habitat for Humanity of Horry County, Immediate Past Chair of the Board
- LARRY BOND, Art Burger Sushi Bar
- JAMIE BROADHURST, Century 21 Broadhurst & Associates, Inc.
- STUART BUTLER, Fuel Interactive, LLC
- RALPH BYINGTON, Coastal Carolina University
- MIKE HAGG, HTC
- RADHA HERRING, Watermark Real Estate
- CINDY HULL, Myrtle Beach Marriott Resort and Spa at Grande Dunes
- ALEX HUSNER, Condo-World
- NORA MASON, Costco Wholesale
- STEVE MAYS, Founders Group International
- O'NEIL MCCOY, McGriff Insurance Services
- BILLY MCGONIGAL, Best Western Ocean Sands Resort
- KEN MCKELVEY, Defender Resorts, Inc.
- SARAH MILES, WMBF News
- RYAN MOORE, Myrtle Beach Pelicans
- MONTY MORROW, Brittain Resorts & Hotels
- DAVID NELSON, Marina Inn at Grande Dunes
- JIM POWALIE, Burroughs & Chapin Co.
- JOHN ROWE, South State Bank
- RICHARD SINGLETON, RE/MAX Southern Shores
- ROBERT STINNETT, WonderWorks
- RYAN SWAIM, Dunes Realty Vacation Rentals
- TOM TSE, Myrtle Beach Seaside Resorts
- BEN VUKOV, Croissants Bistro & Bakery and Hook & Barrel

visit
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BEACH**

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MYRTLE BEACH AREA CHAMBER OF COMMERCE
MYRTLE BEACH AREA CONVENTION & VISITORS BUREAU

VISITMYRTLEBEACH.COM