

INSIDER

June 2011

What in the World is a FAM?

by Danna Lilly, CMP, director of sales, Myrtle Beach Area Convention and Visitors Bureau

In a world of acronyms, what's a fam trip you ask? Well in the world of Group Sales, it's the single best way to promote the Myrtle Beach area as a destination for conventions, group tours and sports events. Leisure visitors are persuaded to experience our incredible destination by great television, online video advertising and social networking. For planners that are tasked with planning and executing details for larger numbers of business or pleasure travelers, a closer look at area options is often necessary. The Group Sales Division hosts many familiarization trips, or fams, each year. Whether for an individual or a group of planners, these trips are often the first major step in bringing a new group into the area.

So, how does it work? Through prospecting, networking at trade shows and various advertising methods, our sales team reaches out to new tour operators, meeting planners and sports event organizers. Many of these planners are already familiar with the Myrtle Beach area and know of the many opportunities for groups. But for those who think of our area only as a spring break or golf destination, it sometimes requires seeing to believe what the new Myrtle Beach is all about. Following an initial conversation, event planners are qualified to first ensure that the business they may provide is the right fit for Myrtle Beach – the right fit for both the destination and the group. Size of group, space requirements, hotel requirements and overall destination expectations are all considered before

hosting an individual for a fam trip. Once confirmed as a suitable piece of business for the area, travel arrangements are made and the CVB Group Sales team creates a personalized itinerary to showcase area businesses that would be most suited for the needs of each specific group.

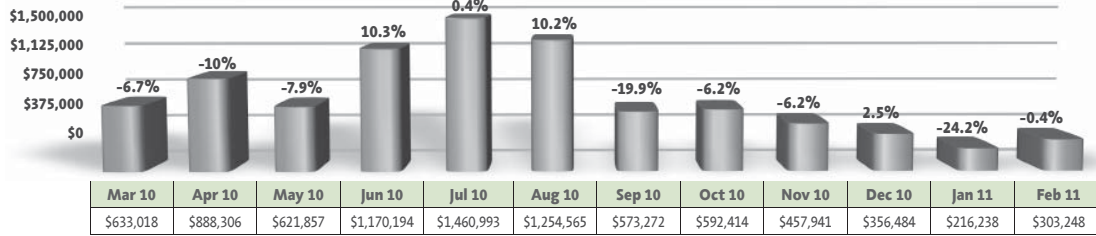
Recently, Convention Sales Managers, Ursula Grant and Kim DaRoja, organized the first annual MAM FAM, Myrtle After the Masters, specifically for meeting and incentive planners. By planning an organized group fam around an event that occurs annually in Myrtle Beach, the team was able to begin a tradition that will become an exclusive "must attend" for qualified planners in the future.



Monday After the Masters, the celebrity pro-am golf tournament hosted by Hootie and the Blowfish, proved to be the perfect anchor for the 2011 MAM FAM. Selected planners arrived in Myrtle Beach on Saturday, April 9, for two full days of site inspections with convention facilities, hotels and attractions followed by a full day of fun and entertainment at

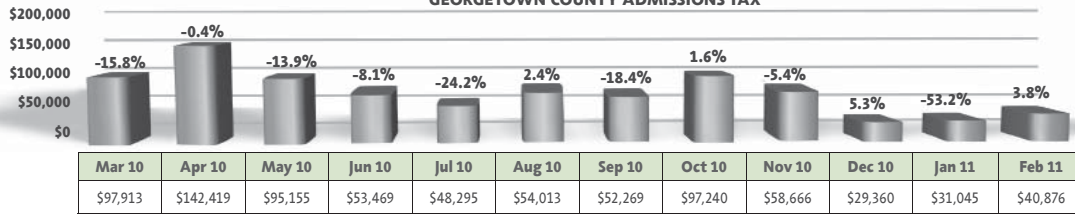
FAM, See *Insider Back Cover*

HORRY COUNTY ADMISSIONS TAX

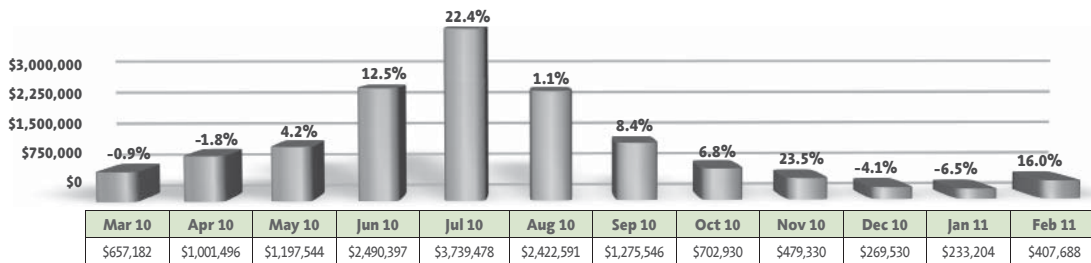


Percentages Shown Are Percent Change From Previous Year

GEORGETOWN COUNTY ADMISSIONS TAX

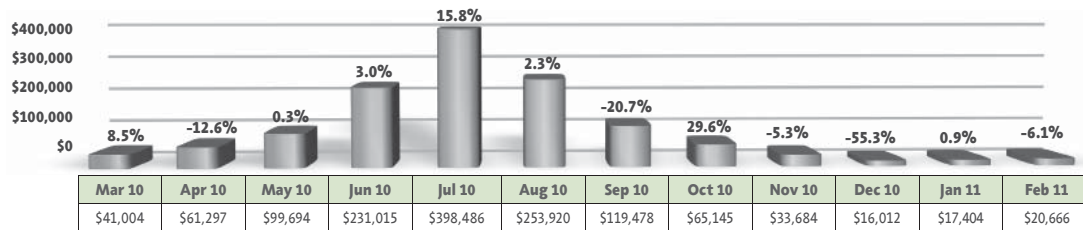


HORRY COUNTY ACCOMMODATIONS TAX COLLECTION

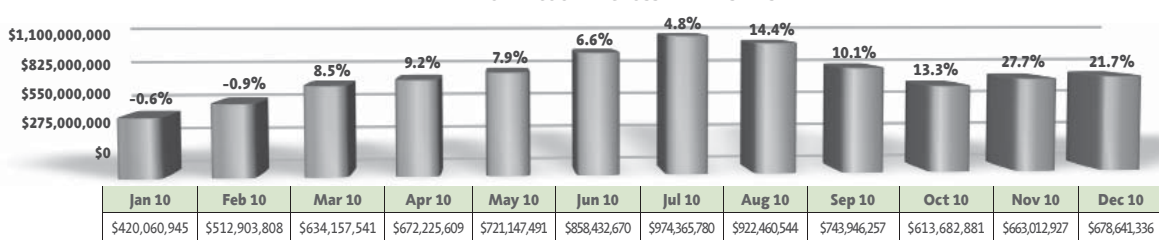


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GEORGETOWN COUNTY ACCOMMODATIONS TAX COLLECTION

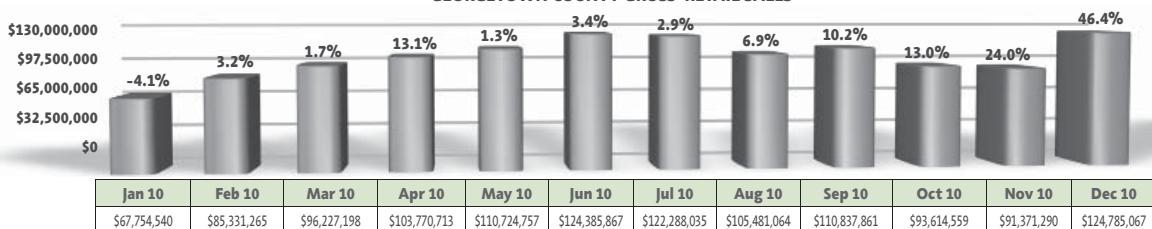


HORRY COUNTY GROSS RETAIL SALES



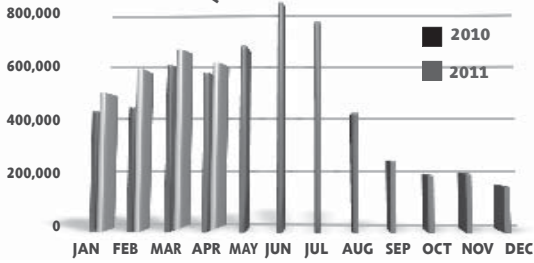
Percentages Shown Are Percent Change From Previous Year

GEORGETOWN COUNTY GROSS RETAIL SALES



For more information regarding additional research conducted by the chamber, contact Wendy Bernstein at Wendy.Bernstein@VisitMyrtleBeach.com
Sources: S.C. Departments of PRT and Revenue

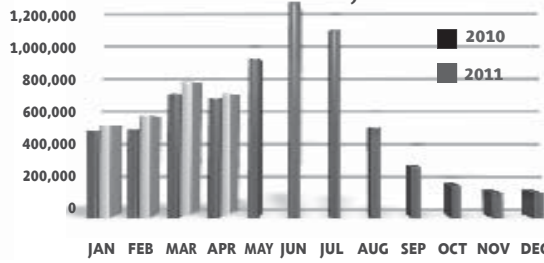
UNIQUE User Sessions



| | Jan | Feb | Mar | Apr | May | Jun |
|----------|---------|---------|---------|---------|---------|---------|
| % Change | 15.49% | 36.12% | 14.47% | 12.14% | | |
| 2011 | 480,220 | 587,796 | 662,043 | 617,618 | | |
| 2010 | 415,802 | 431,835 | 578,336 | 550,749 | 685,511 | 821,977 |

| | Jul | Aug | Sep | Oct | Nov | Dec |
|----------|---------|---------|---------|---------|---------|---------|
| % Change | | | | | | |
| 2011 | | | | | | |
| 2010 | 788,918 | 410,160 | 243,260 | 194,389 | 199,672 | 155,994 |

ADVERTISER Referrals



| | Jan | Feb | Mar | Apr | May | Jun |
|----------|---------|---------|---------|---------|---------|-----------|
| % Change | 5.99% | 15.55% | 13.99% | 3.38% | | |
| 2011 | 512,349 | 564,459 | 782,796 | 685,224 | | |
| 2010 | 483,403 | 488,516 | 686,713 | 662,818 | 886,126 | 1,240,128 |

| | Jul | Aug | Sep | Oct | Nov | Dec |
|----------|-----------|---------|---------|---------|---------|---------|
| % Change | | | | | | |
| 2011 | | | | | | |
| 2010 | 1,046,900 | 497,678 | 282,127 | 175,033 | 138,756 | 140,746 |

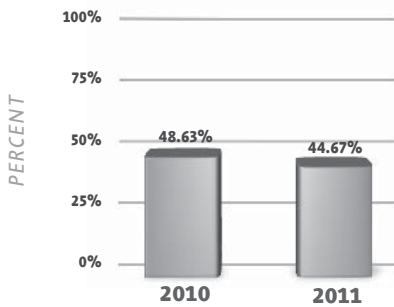
YEAR OVER YEAR YTD Referral Click % Change*

| Category | % Change |
|----------------|----------|
| Lodging | +1.12% |
| Amusements | +38.11% |
| Theaters | +7.18% |
| Dining | +8.85% |
| Shopping | +21.24% |
| Watersports | +18.77% |
| Weddings | -11.68% |
| Golf | +5.04% |
| Add'l Services | +23.12% |
| Fishing | +12.89% |

*Jan. 1 - Apr. 30, 2011

For more information, contact: InternetMarketing@VisitMyrtleBeach.com

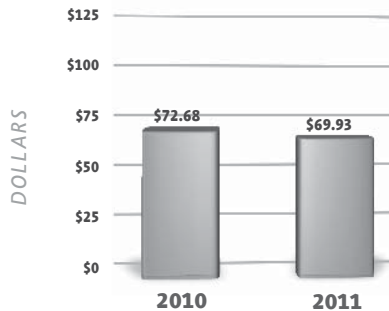
OCCUPANCY PERCENT PER ROOM WEEK* (February 26, 2011 - April 9, 2011)



| | Jan | Feb | Mar | Apr | May | Jun |
|------|--------|--------|--------|--------|--------|--------|
| 2011 | 18.52% | 31.54% | 44.45% | | | |
| 2010 | 21.42% | 29.13% | 43.39% | 52.49% | 50.64% | 75.37% |
| 2009 | 23.00% | 34.50% | 40.42% | 53.39% | 44.27% | 68.90% |

| | Jul | Aug | Sep | Oct | Nov | Dec |
|------|--------|--------|--------|--------|--------|--------|
| 2011 | | | | | | |
| 2010 | 90.60% | 75.33% | 57.38% | 43.36% | 30.99% | 18.95% |
| 2009 | 84.59% | 76.81% | 55.62% | 42.18% | 30.91% | 22.77% |

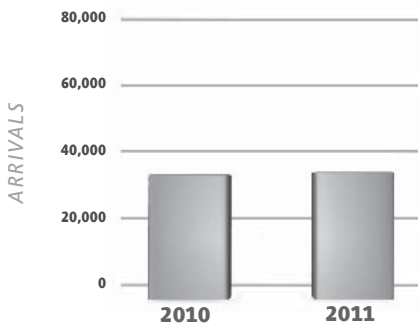
AVERAGE DAILY RATE PER ROOM WEEK* (February 26, 2011 - April 9, 2011)



| | Jan | Feb | Mar | Apr | May | Jun |
|------|---------|---------|---------|---------|----------|----------|
| 2011 | \$51.45 | \$53.52 | \$66.25 | | | |
| 2010 | \$45.99 | \$53.22 | \$69.33 | \$83.36 | \$98.05 | \$125.87 |
| 2009 | \$44.22 | \$51.74 | \$67.04 | \$87.33 | \$103.59 | \$129.30 |

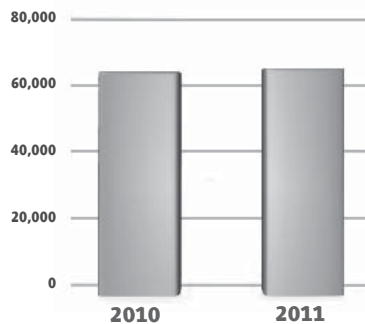
| | Jul | Aug | Sep | Oct | Nov | Dec |
|------|----------|----------|---------|---------|---------|---------|
| 2011 | | | | | | |
| 2010 | \$145.24 | \$118.77 | \$85.44 | \$71.02 | \$56.67 | \$54.46 |
| 2009 | \$141.53 | \$116.58 | \$80.96 | \$64.64 | \$53.87 | \$47.71 |

FEBRUARY AIRPORT ARRIVALS**



| | 2010 | 2011 | Change |
|----------|--------|--------|--------|
| Arrivals | 34,887 | 34,911 | .07% |

MARCH AIRPORT ARRIVALS**



| | 2010 | 2011 | Change |
|----------|--------|--------|--------|
| Arrivals | 64,642 | 65,570 | 1.4% |

*Dr. Taylor Damonte, Director
Clay Brittain, Jr. Center for Resort Tourism
Coastal Carolina University
tdamonte@coastal.edu

**Source: Horry County Department of Airports

HELP US HELP YOU Provide data to CCU

By sending in your weekly numbers, you will be providing valuable data that helps us to keep updated information. For more information, please contact Dr. Taylor Damonte, director of Clay Brittain, Jr. Center for Resort Tourism at Coastal Carolina University, tdamonte@coastal.edu.

Co-op Corner

The Myrtle Beach Area Chamber of Commerce advertising co-ops provide an opportunity to take advantage of negotiated discounted rates in order to stretch ad budgets. The range of co-ops available include a variety of online promotions, email blasts, magazines and newspaper inserts. Also, the chamber will provide online creative support if needed by participants.

To learn more about these opportunities, contact Lynne Boykin, The Brandon Agency, at (843) 916-2000 or Lboykin@thebrandonagency.com. For a complete list of co-ops, go to MyrtleBeachAreaChamber.com and click on Marketing Strategies. Space is limited for each co-op and will be filled on a first-come, first-served basis. To secure the discounted rates, each co-op must sell out in order for it to run.

Note: In order to participate, chamber members must also be CVB members or advertisers.

| |
|--|
| The Meetings Guide – Annual 2011-2012 Publication |
| Circulation: 55,000 |
| Space Deadline: June 10, 2011 |
| Ad Size and Cost: 1/4 page, \$2,135 |

| |
|---|
| Geo-Targeted Banner Click Campaign |
| Clicks: 3,333 |
| Deadline: June 13, 2011 |
| Cost: \$6,670 |

| |
|---|
| September 2011 – Courier National Tour Association Magazine – Annual South Carolina Travel Feature |
| Circulation: 6,000 |
| Space Deadline: June 28, 2011 |
| Ad Size and Cost: 1/4 page, \$895 |

FAM

Continued From Insider Cover

the 17th annual Monday After the Masters. “As golf tournaments are key components for many meetings, it was a great idea to be able to incorporate this fun element into a fam trip after all the business of selling Myrtle Beach was done,” Grant said.

“We saw a lot of things over a three-day period, because there are a lot things to see in Myrtle Beach,” says William “Bill” Carroll, executive director of Portable Sanitation Association International. “But the key is that this was handled in a smooth professional manner in which we didn’t feel rushed, yet we got to see just what a broad variety of options they offer here for a first-rate meeting or trade show,” he added. “I did not hear anything except really positive comments from my peers on the trip.

“Everybody seemed really impressed with the destination itself, and there was also another factor that really counts in our business,” Carroll continued. “We have all heard of Southern Hospitality, but they really practice that in high form in Myrtle Beach. It is clear it is not just a job with the people at the CVB, it’s a labor of love. They really care about their destination and they want to do everything they can to make your experience exceed your expectations, and that becomes huge when you are planning an event there.”

As an immediate result of MAM FAM, Portable Sanitation Association will be bringing more than 800 room nights to the area in 2013 and three other prospective leads have been generated by other attendees to area hotels for future business. A perfect case in which seeing is believing!



John Myers, Life Action Ministries, and Kelly Bowman, Milestone Events, compete in a friendly miniature golf challenge while touring Broadway at the Beach.

Where in the world is the CVB?

| | | |
|------------|-----------------------------|----------------|
| June 19-23 | Travel Alliance Partnership | Louisville, KY |
|------------|-----------------------------|----------------|

CVB-Group Sales is busy this month welcoming 19 groups with 2,027 attendees.

Myrtle Beach Area Convention and Visitors Bureau Insider is published monthly by the Myrtle Beach Area Chamber of Commerce, 1200 N. Oak St., Myrtle Beach, SC 29577. If you have story ideas or questions, contact Jason McCoy, CVB customer service manager, at CVBmanager@gmail.com. Printed by Inlet Printing Co.