

## LET THE GAMES BEGIN ... MYRTLE BEACH CVB SPORTS UPDATE

by Danna Lilly, director of CVB-Group Sales

The arrival of spring in Myrtle Beach was accompanied by the introduction of two new first time events for the area. Myrtle Beach played host to the 2010 USA Team Handball Collegiate National Championship games, April 23-25 at Broadway at the Beach. Over 200 competitors representing both men's and women's teams from University of North Carolina, United States Military Academy, Ohio State University, Palm Beach Atlantic University and Texas A&M University enjoyed great competition mixed with our well known Myrtle Beach sun and fun in between. Though the weather didn't cooperate for the entire tournament, teams were able to play the first ever outdoor competition on Friday and some of Saturday before moving to Pepper Geddings and Crabtree Memorial gymnasiums for the final rounds. Championship games on Sunday were filmed and broadcasted live on the United States Olympic Committee Web site – a great site to see the City of Myrtle Beach logo at center court for both games! West Point walked away with the men's title and UNC with the women's title, but all competitors and spectators walked away with great memories of Myrtle Beach and certainly a desire to return.

Just one short week later, competition began at the Myrtle Beach Convention Center for the 2010 USA Judo Senior National Championships. Four hundred competitors were welcomed to the area

on April 30 to get their chance to earn one of two spots per division on the World Championships Team which will be held Sept. 9-13 in Tokyo, Japan. Divisions are based on weight and included Senior, Visually Impaired, International Masters and Kata National Judo Championships. The Sheraton Myrtle Beach Convention Center Hotel and the Myrtle Beach Convention Center set the perfect stage for this first ever event of its kind in our area.

These two events bring great exposure for Myrtle Beach to the Olympic community and also gave the CVB team some good practice for what will be an even busier fall for sporting events. Oct. 2 is the date for the first year of a 3 year agreement to host the USA Triathlon National Championship. Marina Inn at Grande Dunes will serve as the host hotel as an expected 3,000 spectators observe as 2,500 participants swim, bike ride and run throughout the surrounding area. The swimming portion of the event will be held in the Intracoastal Waterway and will continue with the bike ride and run along portions of Bypass 17 and Highway 31. Three different championships of varying lengths will be running concurrently.

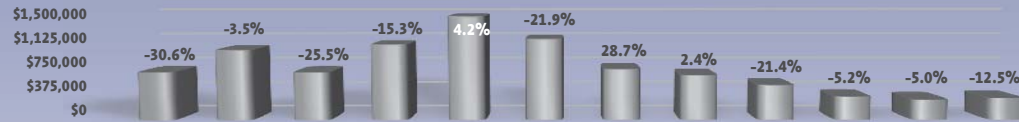
The first ever Myrtle Beach Mini Marathon will make its debut on Oct. 24, 2010. The 13.1 mile course will showcase much of the center of Myrtle Beach as it begins at Medieval Times,



2010 USA Team Handball Collegiate National Championships take center court in Myrtle Beach.

runs through and around Coastal Grand Mall and finishes along the boardwalk in the downtown area. Race director Robert Pozo expects around 5,000 for this inaugural year and guaranteeing a festive event complete with fireworks for the beginning and a beach party at the finish line. Make your plans to be involved as a participant or spectator by visiting [runmyrtlebeach.com](http://runmyrtlebeach.com).

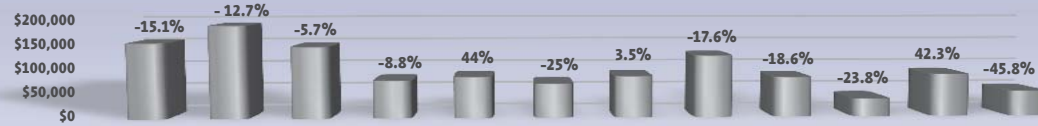
## HORRY COUNTY ADMISSIONS TAX



Mar 09	Apr 09	May 09	Jun 09	Jul 09	Aug 09	Sept 09	Oct 09	Nov 09	Dec 09	Jan 10	Feb 10
\$678,792	\$987,078	\$675,239	\$1,061,001	\$1,455,540	\$1,138,652	\$715,879	\$631,837	\$488,385	\$347,744	\$285,088	\$304,404

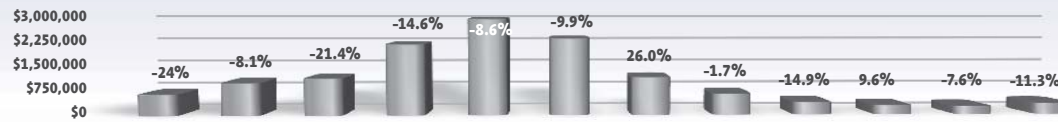
Percentages Shown Are  
Percent Change From  
Previous Year

## GEORGETOWN COUNTY ADMISSIONS TAX



Mar 09	Apr 09	May 09	Jun 09	Jul 09	Aug 09	Sept 09	Oct 09	Nov 09	Dec 09	Jan 10	Feb 10
\$116,329	\$142,985	\$110,496	\$58,191	\$63,695	\$52,761	\$64,058	\$95,748	\$62,002	\$27,871	\$66,327	\$39,393

## HORRY COUNTY ACCOMMODATIONS TAX COLLECTION



Mar 09	Apr 09	May 09	Jun 09	Jul 09	Aug 09	Sept 09	Oct 09	Nov 09	Dec 09	Jan 10	Feb 10
\$662,891	\$1,019,581	\$1,149,159	\$2,213,337	\$3,056,237	\$2,395,577	\$1,176,190	\$658,346	\$388,103	\$280,969	\$249,314	\$351,358

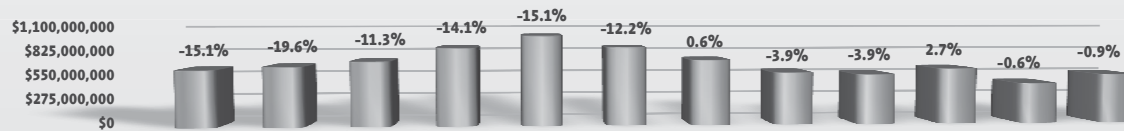
Percentages Shown Are  
Percent Change From  
Previous Year

## GEORGETOWN COUNTY ACCOMMODATIONS TAX COLLECTION



Mar 09	Apr 09	May 09	Jun 09	Jul 09	Aug 09	Sept 09	Oct 09	Nov 09	Dec 09	Jan 10	Feb 10
\$37,800	\$70,163	\$99,400	\$224,278	\$344,034	\$248,121	\$150,659	\$50,282	\$35,551	\$35,798	\$17,250	\$22,008

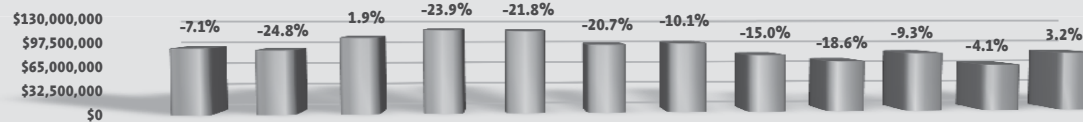
## HORRY COUNTY GROSS RETAIL SALES



Mar 09	Apr 09	May 09	Jun 09	Jul 09	Aug 09	Sept 09	Oct 09	Nov 09	Dec 09	Jan 10	Feb 10
\$584,583,550	\$615,868,513	\$668,172,831	\$805,335,686	\$929,354,884	\$806,358,917	\$675,905,291	\$541,626,820	\$519,374,107	\$577,792,528	\$420,060,945	\$512,903,808

Percentages Shown Are  
Percent Change From  
Previous Year

## GEORGETOWN COUNTY GROSS RETAIL SALES

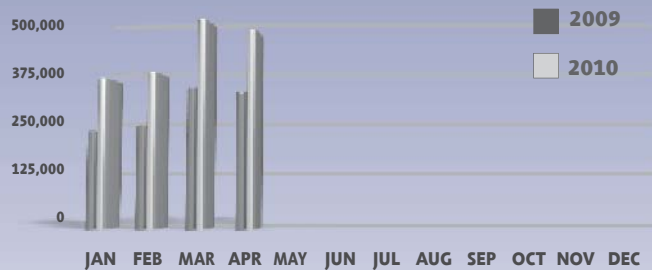


Mar 09	Apr 09	May 09	Jun 09	Jul 09	Aug 09	Sept 09	Oct 09	Nov 09	Dec 09	Jan 10	Feb 10
\$94,619,533	\$91,775,263	\$109,328,268	\$120,329,093	\$118,814,002	\$98,664,561	\$100,621,351	\$82,862,945	\$73,668,887	\$85,237,753	\$67,754,540	\$85,331,265

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*

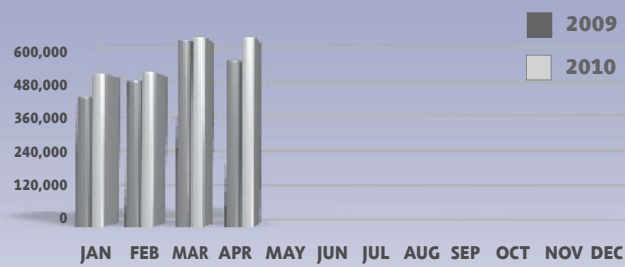


	Jan	Feb	Mar	Apr	May	Jun
% Change	54.41%	52.27%	48.87%	46.97%		
2010	415,802	431,835	578,336	550,749		
2009	269,285	283,597	388,477	374,741	454,265	636,928

	Jul	Aug	Sept	Oct	Nov	Dec
% Change						
2010						
2009	661,649	362,303	219,612	209,757	193,073	166,664

## ADVERTISER *Referrals*



	Jan	Feb	Mar	Apr	May	Jun
% Change	18.81%	6.27%	16.71%	26.19%		
2010	483,403	488,516	686,713	662,818		
2009	406,873	459,712	588,396	525,240	637,311	973,668

	Jul	Aug	Sept	Oct	Nov	Dec
% Change						
2010						
2009	979,218	495,876	263,319	185,891	152,652	156,839

## YEAR OVER YEAR

YTD Referral Click % Change\*

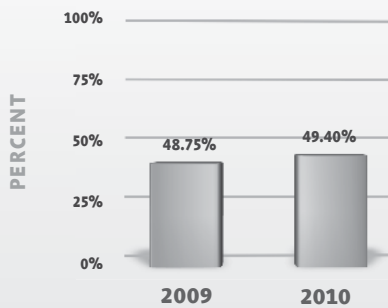
Category	% Change
Lodging	+23.00%
Amusements	-11.88%
Theaters	+27.08%
Dining	+7.56%
Shopping	+6.29%
Watersports	+64.19%
Weddings	+32.01%
Golf	+10.86%
Additional Services	-26.85%

\*Jan. 1 - Apr. 30

For more information, contact: [Bill.Rosenthal@VisitMyrtleBeach.com](mailto:Bill.Rosenthal@VisitMyrtleBeach.com)

## OCCUPANCY PERCENT PER ROOM WEEK\*

(March 7, 2010 - April 17, 2010)



	Jan	Feb	Mar	Apr	May	Jun
2010	21.42%	30.16%	43.24%			
2009	23.00%	34.50%	40.10%	52.82%	50.13%	67.79%
2008	24.30%	36.80%	50.20%	54.75%	45.91%	65.42%

	Jul	Aug	Sept	Oct	Nov	Dec
2010						
2009	66.49%	65.31%	59.23%	56.82%	42.20%	30.90%
2008	70.42%	73.73%	40.26%	51.23%	39.88%	25.22%

## AVERAGE DAILY RATE PER ROOM WEEK\*

(March 7, 2010 - April 17, 2010)

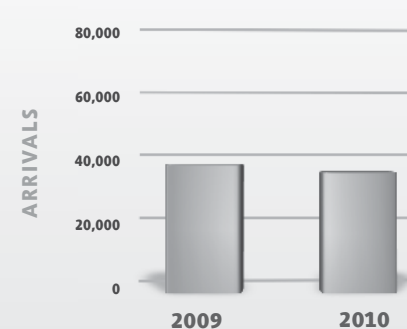


	Jan	Feb	Mar	Apr	May	Jun
2010	\$43.21	\$52.34	\$67.81			
2009	\$44.22	\$51.74	\$65.30	\$97.33	\$91.73	\$121.41
2008	\$48.25	\$51.23	\$75.02	\$99.05	\$89.34	\$124.70

	Jul	Aug	Sept	Oct	Nov	Dec
2010						
2009	\$109.44	\$120.10	\$94.04	\$74.28	\$64.94	\$53.25
2008	\$119.48	\$125.09	\$71.82	\$69.97	\$69.80	\$59.92

## FEBRUARY AIRPORT ARRIVALS



	2009	2010	Change
Arrivals	37,174	34,887	-6.2%

\*Dr. Taylor Damonte, Director • Clay Brittain, Jr.  
Center for Resort Tourism • Coastal Carolina University  
[tdamonte@coastal.edu](mailto: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](mailto: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, e-mail 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](mailto:Lboykin@thebrandonagency.com). For a complete list of co-ops, go to [MyrtleBeachAreaChamber.com](http://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.

## Yahoo Travel Network – August 1-31, 2010

Travel.yahoo.com is a popular destination that reaches over 8.8 million U.S. monthly uniques. The destination caters to a fairly wealthy, more educated, slightly female slanted audience. This campaign will feature run of network banner advertisements that will behaviorally target family vacationers. The advertisements also will be featured on Yahoo! Mail and in the Travel Destination guides for South Carolina and Myrtle Beach. Yahoo reaches 88 percent of all Internet users. 171 million Yahoo users vs. 196 million people use the Internet, Y! Travel has 8,478,000 unique viewers per month. Total of 1,039,275 impressions.

**Space Deadline:** July 1, 2010

**Cost:** \$6,250 per participant

In order for the co-op to run, we must have a minimum of five advertisers. Depending on inventory of impressions, this co-op may run past month's end.

## The Group Travel Leader – September 2010 Group Travel Industry Buyer's Guide

The national newspaper for the group travel industry and America's only monthly newspaper published exclusively for the billion dollar group and package travel markets. Read by more than 30,000 qualified readers every month since 1991. The Group Travel Leader is mailed monthly to more than 30,000 qualified group travel planners including group leaders, tour operators and bus companies. The Travel South Tour Planner and Group Travel Industry Buyer's Guide are custom published magazines that mail with The Group Travel Leader newspaper. Each includes a varnish cover and is overprinted for use at industry conferences and trade shows. Travel South USA uses thousands of overprints of the Travel South magazine for promotions in Canada and elsewhere. The Buyer's Guide is a reference tool for travel planners controlling \$100 million in group travel each year and has a one-year shelf life.

**Space Deadline:** July 22, 2010

**Ad Size and Cost:** 1/4 page, 3.75 x 5, \$1,170

In order for this co-op to run, we must have a minimum of four advertisers.

## Where in the world is the CVB?

June 2-4	2010 Georgia Society of Association Executives	Columbus, GA
June 2-6	2010 Travel Alliance Partnership	Branson, MO

CVB-Group Sales is busy this month welcoming 10 groups with 1,022 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, please contact Pat Creed, membership programs manager and CVB member liaison, at [Pat.Creed@VisitMyrtleBeach.com](mailto:Pat.Creed@VisitMyrtleBeach.com) or (843) 916-7225.

Printed by Inlet Printing Co.