

Myrtle Beach, South Carolina

The Destination Where the Vacation was Perfected

Alternative Sources of Data



Corporate Travel

Deloitte.

2018 U.S.-Booked Air Volume: \$559.2 million

Primary U.S. Air Suppliers: American, Delta, United

Primary U.S. Hotel Suppliers: Hilton, Hyatt, Marriott

Primary U.S. Car Rental Suppliers: Avis, Budget



2018 U.S.-Booked Air Volume: \$315 million

Primary Air Supplier: United

Top Market: Apple spends about \$150M annually on United, including \$35M on SFO – Shanghai averaging 50-business class seats daily



2018 U.S.-Booked Air Volume: \$250 million

2018 Global Air Volume: \$400 million

Primary U.S. Air Supplier: Delta

Primary U.S. Hotel Suppliers: Marriott, Hilton, Hyatt

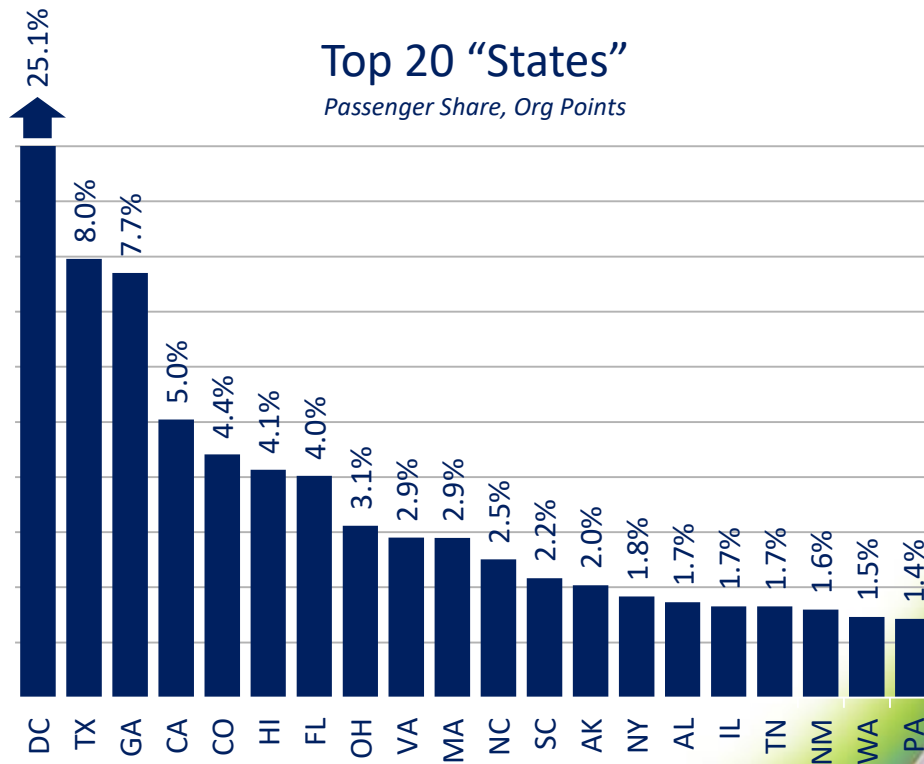
The Largest Corporate Contract

Highlights

- ▶ 12,015 Markets
(9,591 Domestic & 2,424 International)
- ▶ 2,564 Non-Stop Markets
- ▶ Use: federal (civilian and military) employees on official travel and persons authorized to travel directly at the government's expense (with the exception of contractors) are required to use contracted fares

Top 20 "States"

Passenger Share, Org Points



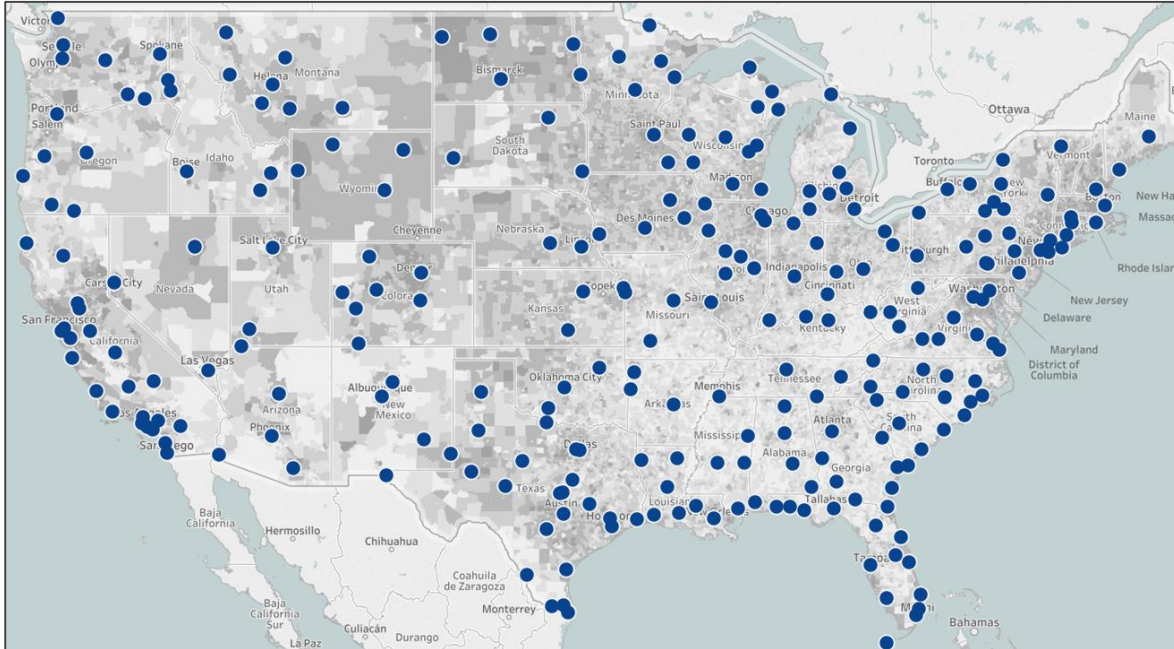
Source: GSA

Notes: FFY20 10/1/2019 – 9/30/20

8.3M Trips in FFY2020

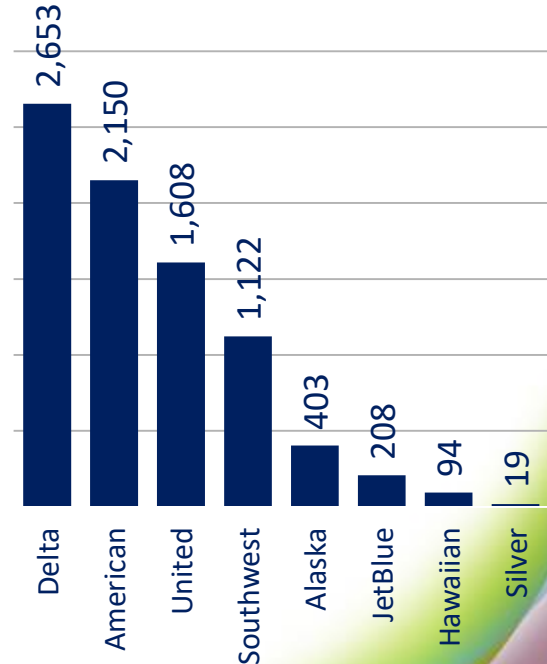
Federal Government Travel

Awarded Contract Travel, Domestic Only



Contracts Awarded

Passenger Counts (Thousands)



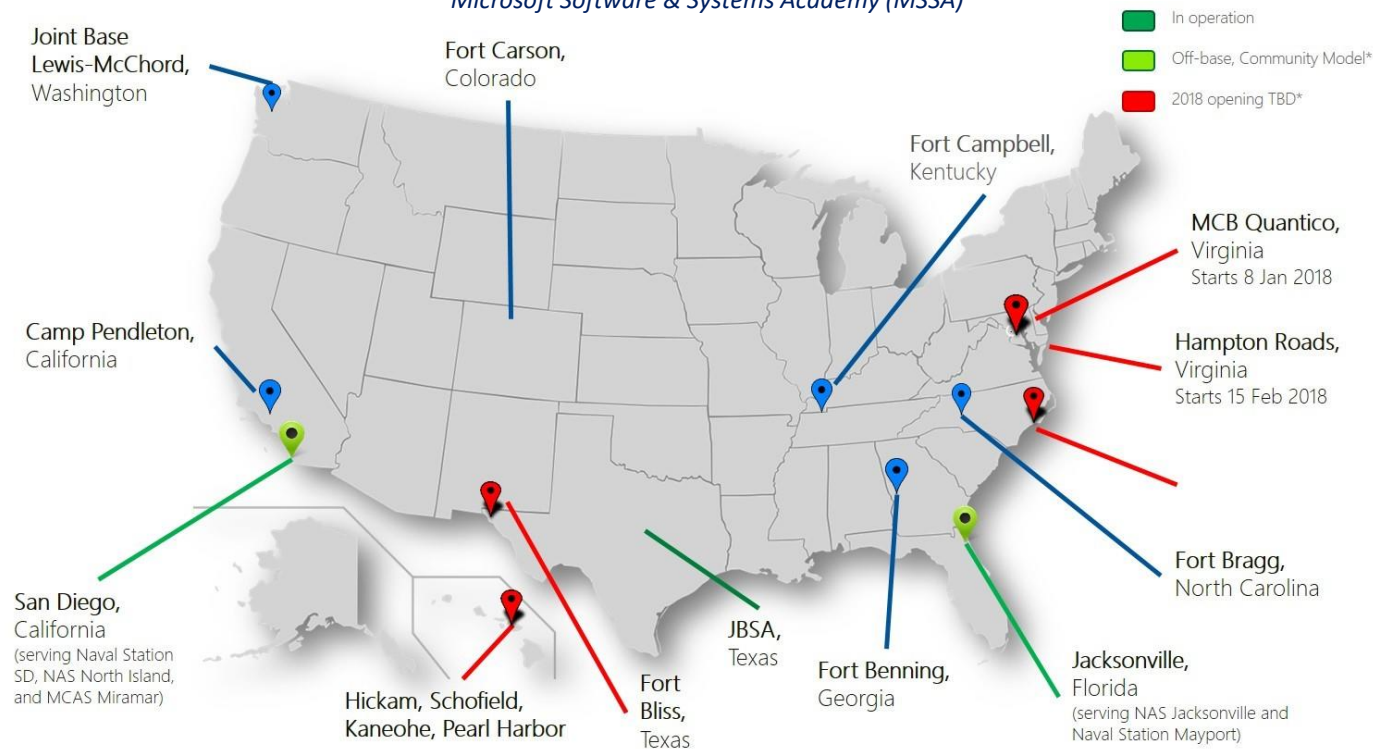
Sources: GSA

Notes: Heat map, each dot represents airport where the federal government has awarded contract FFY20

Identifying Market Pairs

Microsoft Military Affairs

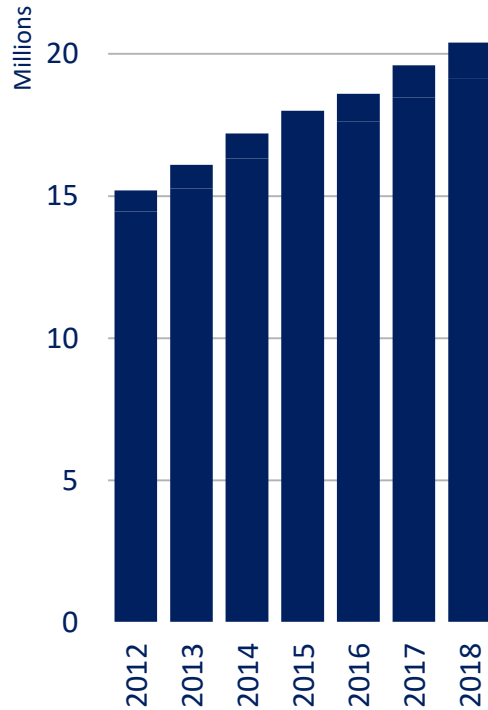
Microsoft Software & Systems Academy (MSSA)



Understanding Demand

Total Visitation

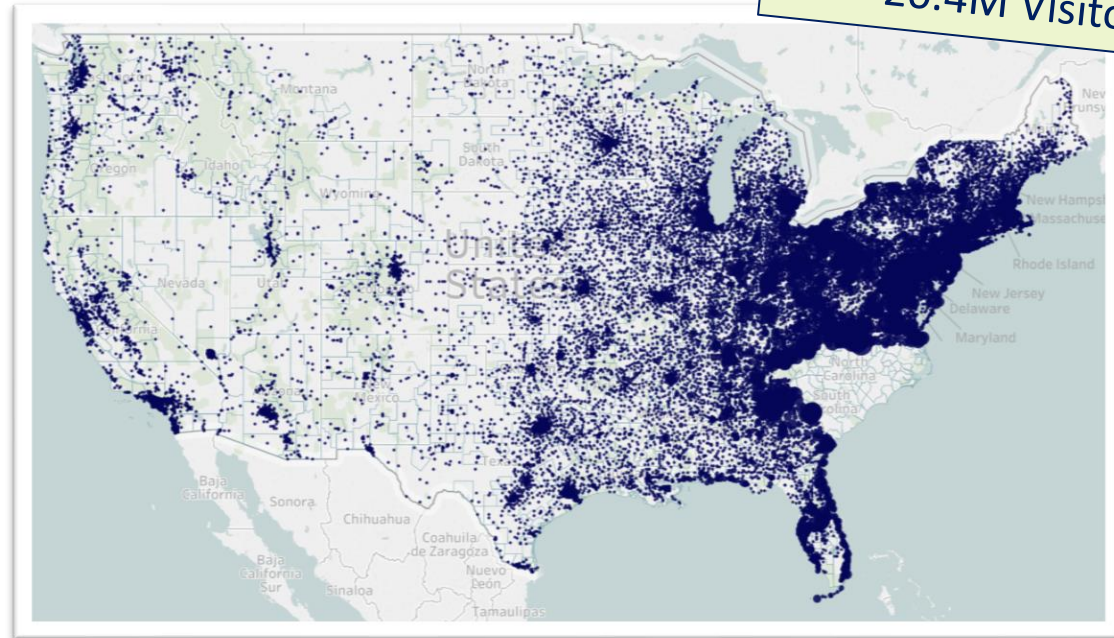
Myrtle Beach, SC



Origination of Visitors

Myrtle Beach, SC – 2018

20.4M Visitors



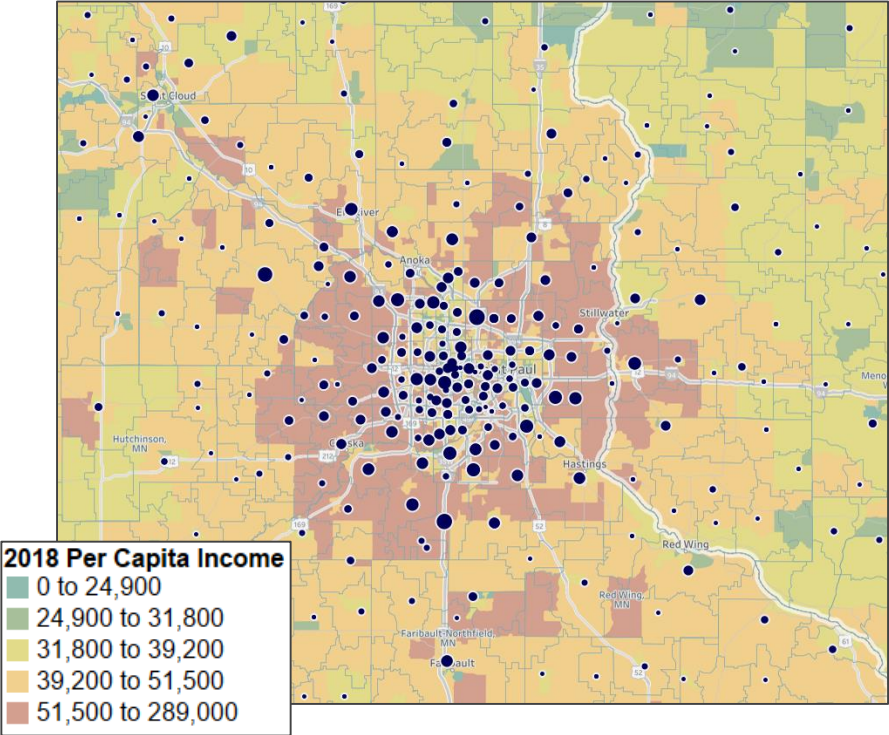
Sources: STR; Myrtle Beach Area Chamber of Commerce; Horry County Department of Airports (HCDA)

Notes: "Myrtle Beach, SC" is inclusive of numerous cities, along 60-miles of beach, which is referred to as the Grand Strand; map excludes NC & SC

Geo-locating Demand

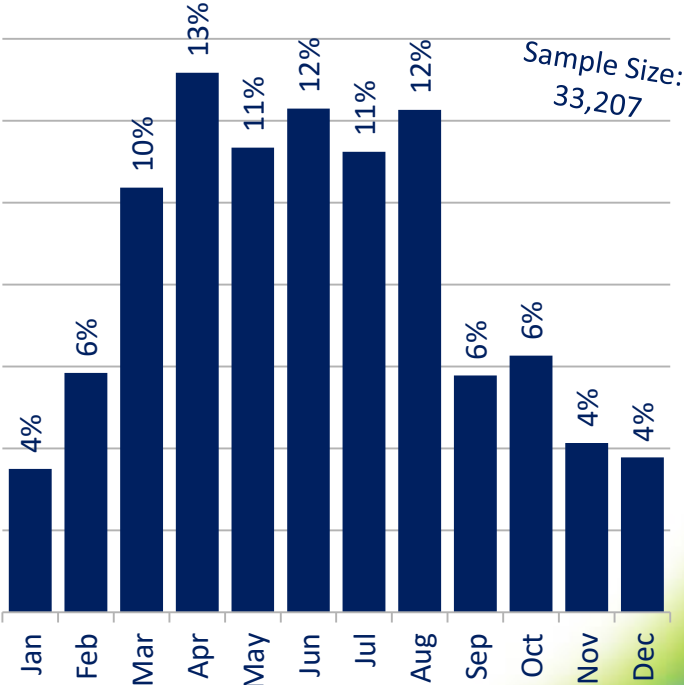
Visitation

Minneapolis-St. Paul MN-WI MSA



Visitation

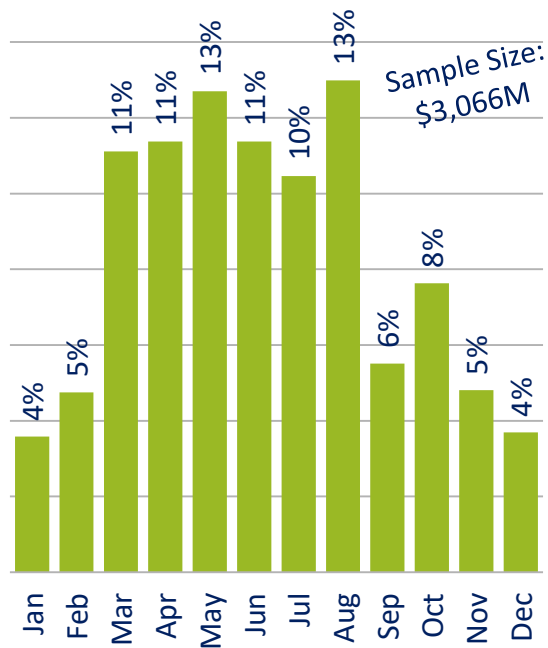
Minneapolis-St. Paul MN-WI MSA



Demand Trend Verification and KPI's

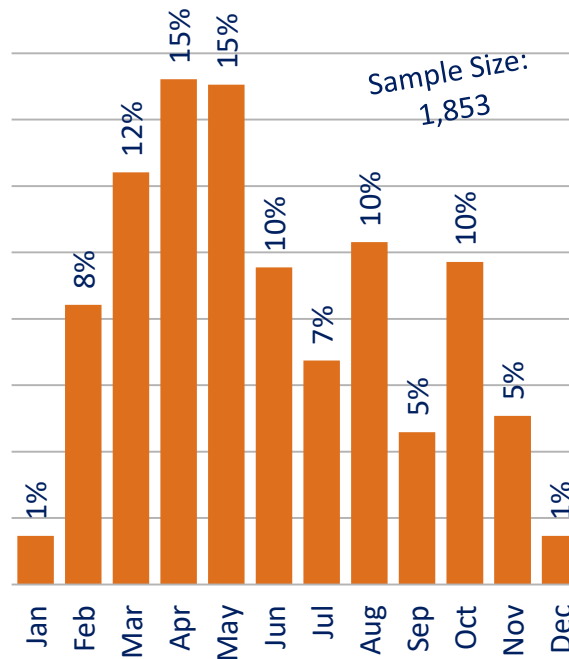
Credit Card Spending

Minneapolis-St. Paul MN-WI MSA



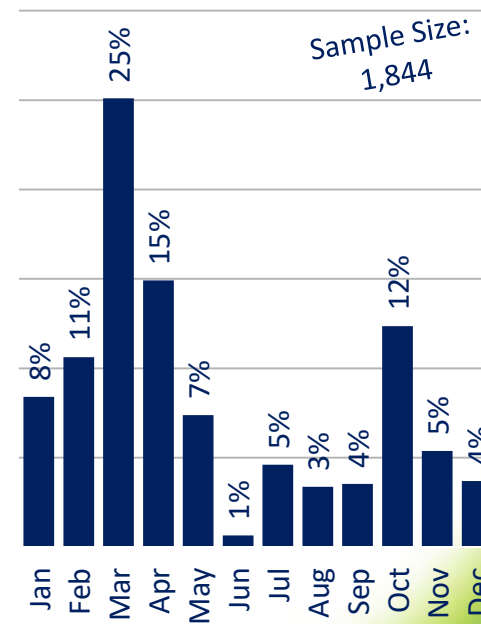
Hotel Reservations

Minneapolis-St. Paul MN-WI MSA



Golf Rounds Played

Minneapolis-St Paul MN WI, MSA



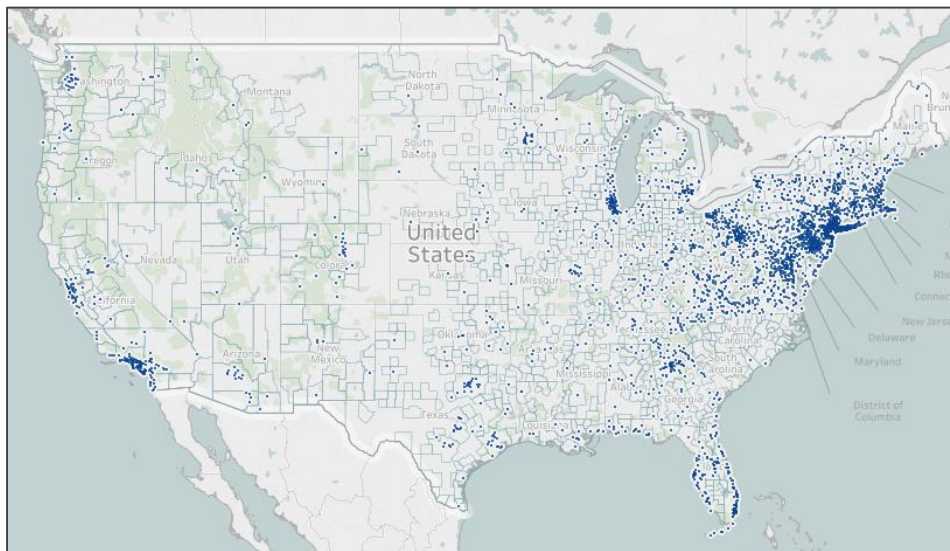
Source: HCDA; Golf Tourism Solution; Visa Vue

Notes: Overall sample size (all markets) spending: \$582,977,890; Hotel Reservations 633,487

2nd Property Ownership

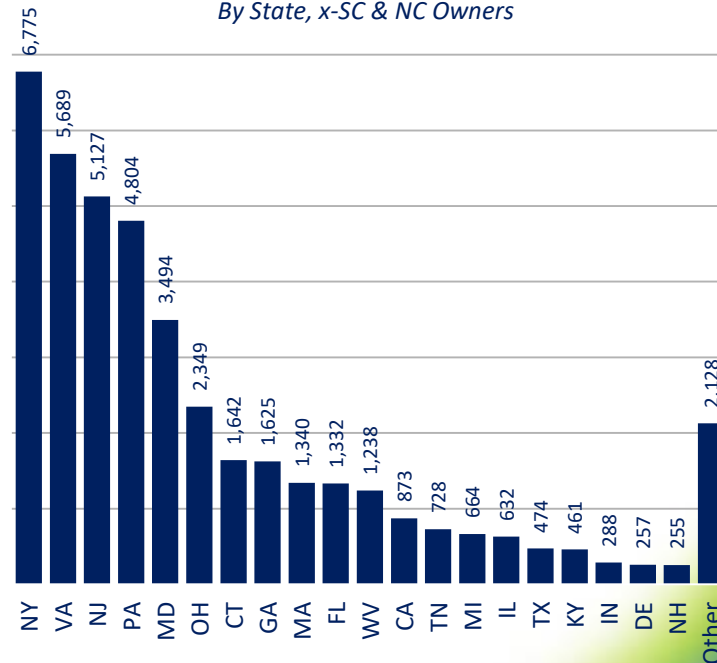
2nd Property Ownership

By City, x-SC & NC



2nd Property

By State, x-SC & NC Owners

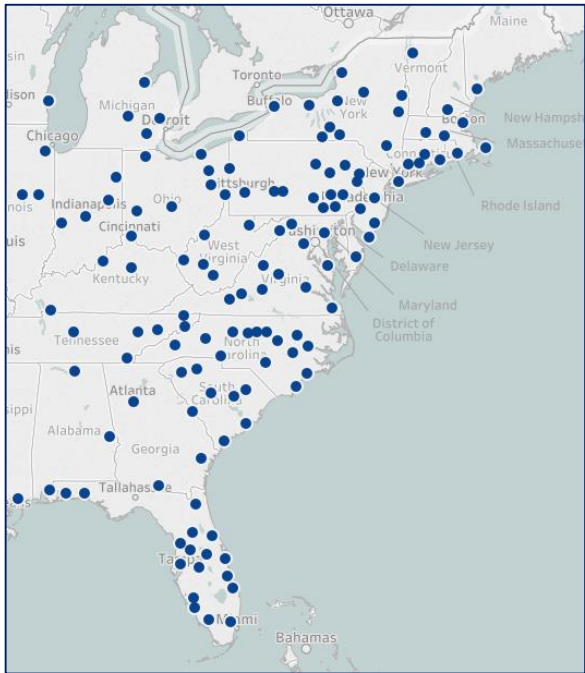


Local Population



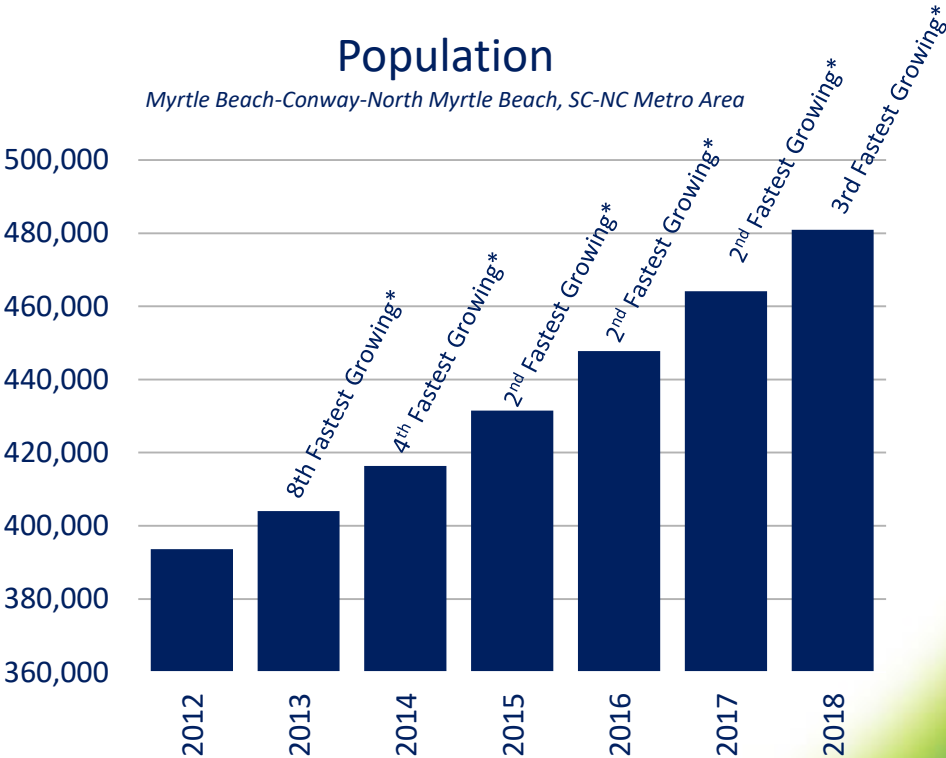
Inbound Migration

By MSA



Population

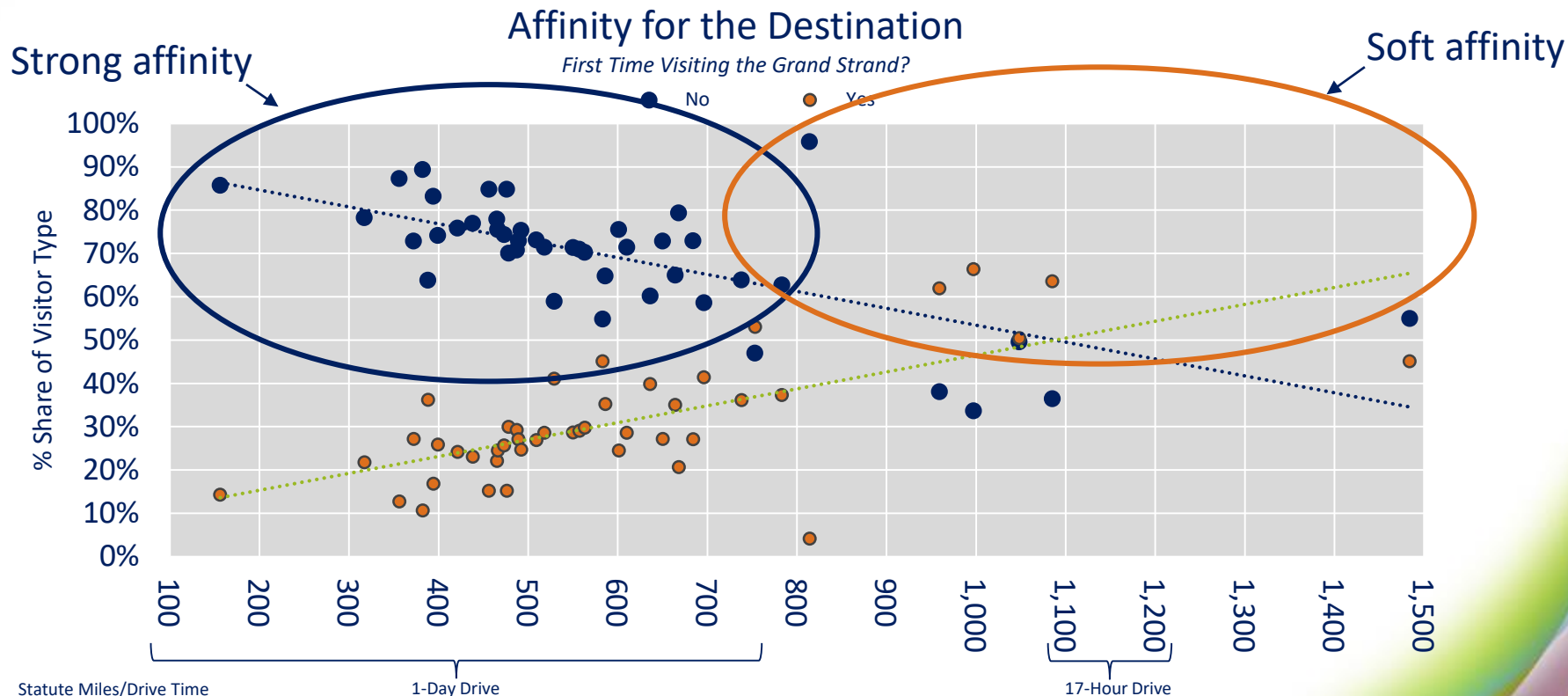
Myrtle Beach-Conway-North Myrtle Beach, SC-NC Metro Area



Sources: US Census

Notes: Map, 2013-2017 Inbound migration; *fastest growing based on y-o-y percent growth compared to other metro area; 2012 – 28th fastest growing; MYR passenger mix, 32% local and 68% Visitor

Popularity of Your Market



Alternative Data = Air Service Demand Index

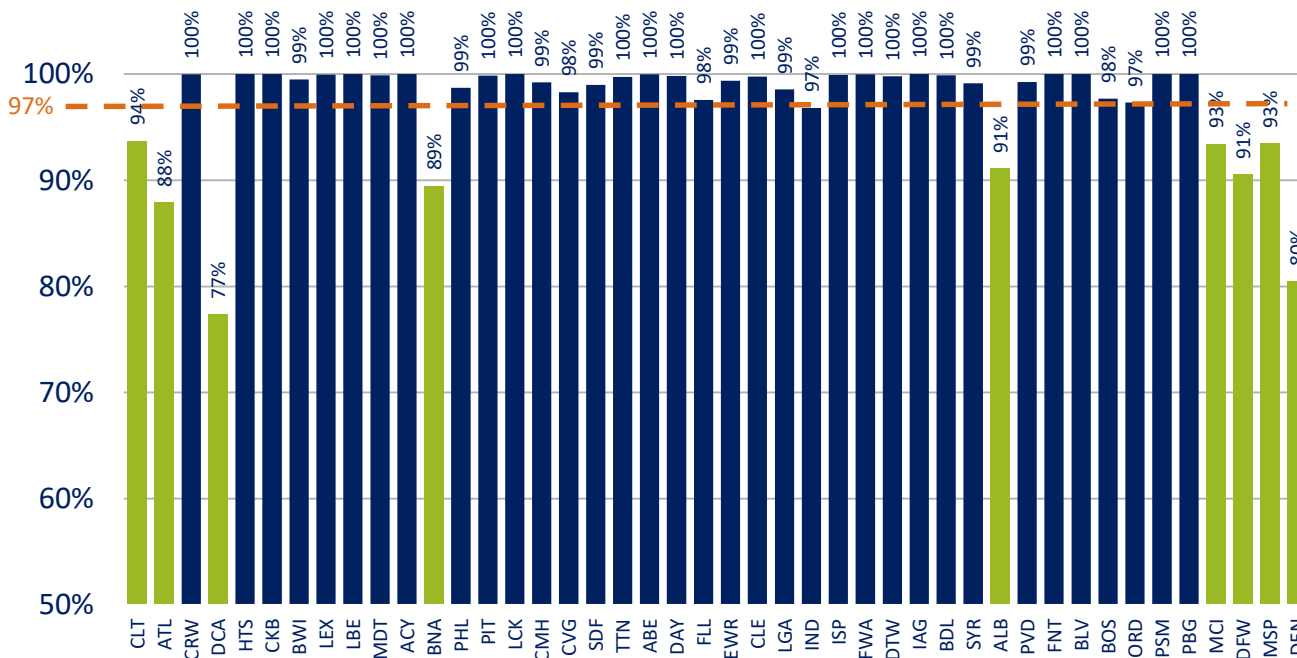
Market	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Service Dates 2018
LEX	(2.1)	(1.8)	(0.7)	3.4	3.5	13.9	10.1	2.5	0.3	1.2	(0.1)	(1.8)	5/17 - 9/16
LBE	(1.2)	(0.3)	2.4	3.7	6.0	13.6	22.1	18.9	4.8	2.4	0.1	(1.0)	2/16 - 11/06
MDT	(0.9)	0.2	2.3	3.3	5.2	9.8	13.7	11.9	2.9	2.5	0.3	(0.8)	4/05 - 10/28
ACY	0.7	1.7	4.5	10.6	7.7	7.6	11.3	13.8	2.9	2.9	2.0	1.0	annual
PHL	(0.4)	0.8	4.6	7.0	8.4	9.0	14.3	15.5	2.5	2.0	0.8	0.3	annual
PIT	(1.2)	(0.5)	2.3	4.0	6.4	15.2	22.9	18.3	4.1	2.0	(0.2)	(1.3)	3/8 - 11/05
LCK	(2.1)	(1.6)	2.3	2.6	5.9	16.2	15.0	7.5	2.3	0.5	(1.4)	(1.7)	4/5 - 10/28
CMH	(2.2)	(1.6)	2.1	2.4	5.5	16.2	15.1	7.2	2.1	0.4	(1.4)	(1.7)	3/23 - 11/05
CVG	(2.4)	(2.2)	(0.6)	0.9	2.3	10.0	9.2	2.8	0.0	(0.5)	(1.7)	(2.1)	4/06 - 10/29
SDF	(2.4)	(2.2)	(1.3)	2.4	1.5	7.9	7.0	0.7	(0.7)	0.2	(1.0)	(2.3)	6/06 - 2/18
TTN	(2.0)	(1.7)	(0.3)	1.0	0.8	0.9	3.0	3.9	(1.0)	(1.3)	(1.5)	(1.8)	5/21 - 11/18
ABE	(1.6)	(0.9)	1.3	1.2	2.4	4.3	6.4	6.4	0.0	(0.3)	(1.1)	(1.3)	4/06 - 10/21
FLL	(1.6)	(1.1)	(0.4)	1.0	0.1	0.9	1.3	0.1	(0.2)	(0.5)	(0.1)	(0.4)	annual
EWB	(1.2)	(0.5)	0.6	3.6	2.6	2.0	5.4	7.3	0.3	(0.4)	(0.6)	(0.8)	annual
CLE	(1.8)	(1.6)	1.2	2.3	3.1	11.3	11.3	6.2	0.9	(0.5)	(1.4)	(2.0)	3/10 - 11/05
LGA	(1.3)	(0.4)	0.3	3.2	2.2	1.6	4.9	6.6	0.0	(0.6)	(0.9)	(0.9)	annual
SWF	(0.1)	0.6	2.2	4.1	2.5	2.6	5.8	7.9	0.8	0.6	0.1	0.2	5/17 - 10/28
DTW	(1.4)	(1.0)	(0.1)	2.8	1.0	1.3	2.1	1.5	(0.7)	(0.8)	(1.4)	(1.5)	2/15 - 11/07
BDL	(0.4)	0.1	1.4	4.4	2.7	1.9	3.9	4.2	0.4	0.3	(0.2)	(0.5)	3/09 - 11/07
SYR	0.9	2.8	4.2	19.9	3.8	1.5	2.7	3.3	(0.1)	0.6	0.0	(0.2)	6/14 - 10/28
ALB	0.4	1.7	4.1	10.4	2.8	2.3	4.1	5.2	0.6	0.7	0.2	(0.4)	4/5 - 11/04
BLV	(1.5)	(1.5)	(1.0)	(1.1)	(0.4)	1.1	1.0	(0.3)	(1.3)	(1.4)	(1.5)	(1.6)	6/7 - 9/2

The Air Service Demand Index is a technical indicator that uses demand data, distance to destination, population, migration and other KPI's unique to the market to assess the feasibility of non-stop air service.

Impact and Performance

MYR Capture Rate

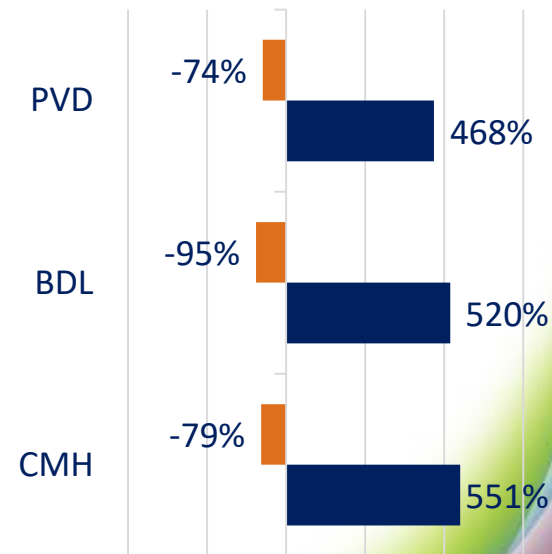
2018-Q3 Inbound Passengers – Non-Stop Markets



Impact of Non-Stop Service

Q3-2018 vs Q3-2016 Inbound Passengers

Leakage MYR

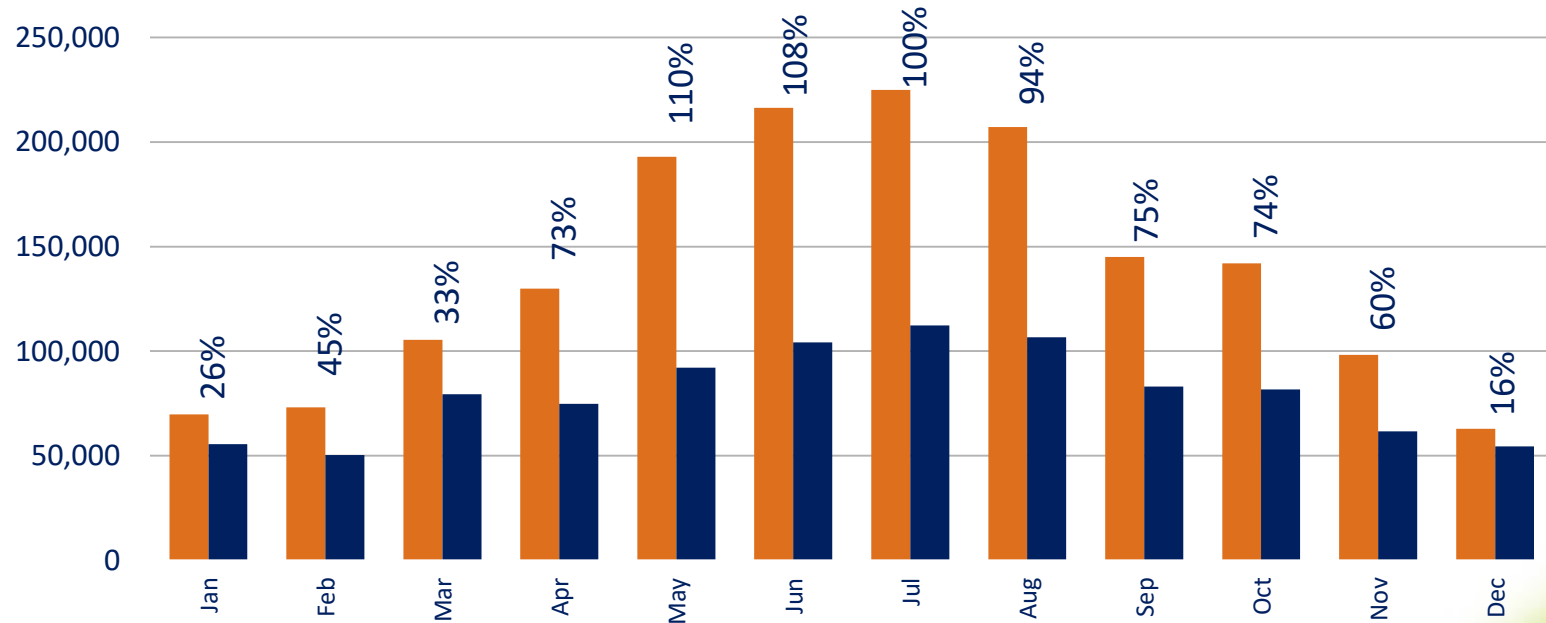


Impact of Alternative Data

Seat Capacity

Arriving, MYR

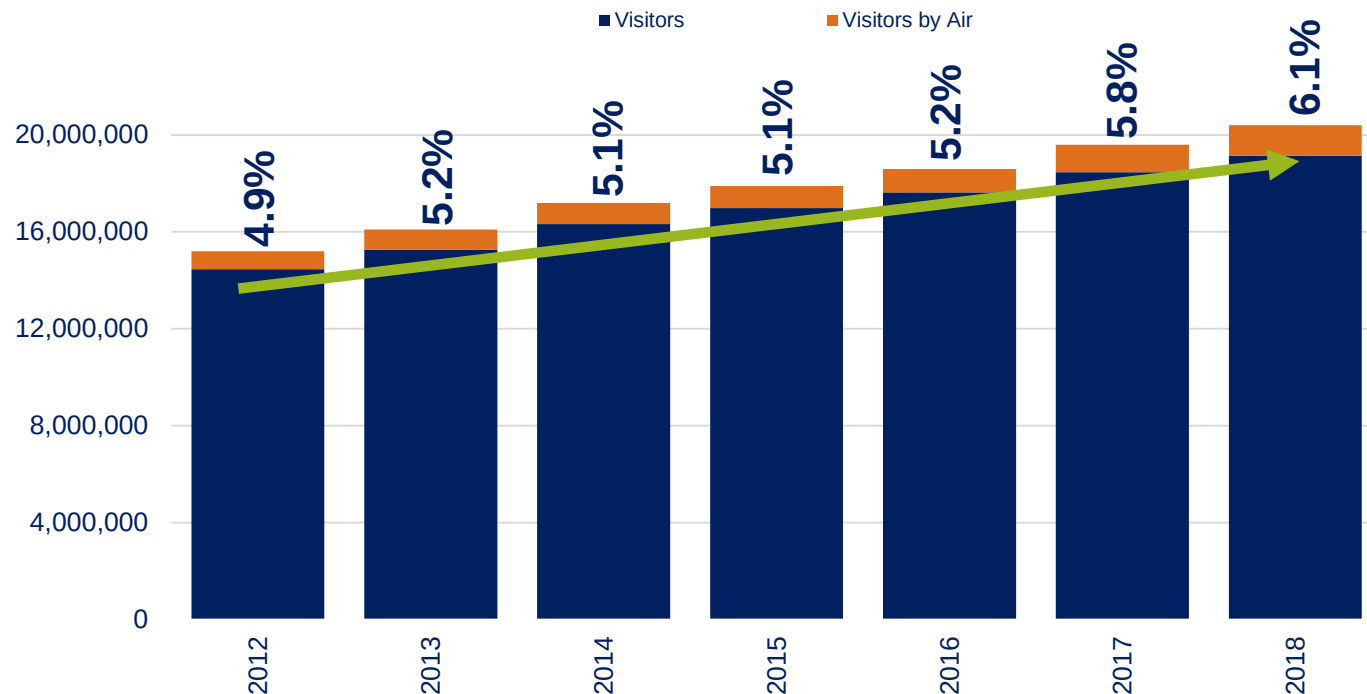
2019 2012



Share of Visitation



Distribution of Visitation



2018, 6.1% of Visitors arrived by air, compared to 4.9% during 2012

Sources: DIIO Mi; STR; Myrtle Beach Area Chamber of Commerce; HCDA

Notes: "Myrtle Beach, SC" is inclusive of numerous cities, along 60-miles of beach, which is referred to as the Grand Strand; map excludes NC & SC

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