



**2023 ANNUAL REPORT**

VISIT  
*Myrtle Beach*  
SOUTH CAROLINA

WELCOME

# Thank you for a great year!

Here at the Myrtle Beach Area Convention & Visitors Bureau (CVB), we want to thank you for our many shared successes in 2023. The Beach continues to thrive as a year-round destination, and we have much to celebrate.

Among the top announcements of 2023, we unveiled that the Myrtle Beach Classic will take place from 2024 through 2028 at the Dunes Golf and Beach Club with Visit Myrtle Beach as the title sponsor for this prestigious PGA TOUR event. Hosting this world-class golf tournament will not only provide a major economic boom for our region but also solidify our title as “Golf Capital of the World.”



But it's not just golf that's putting us on a world stage. Myrtle Beach hosted the internationally acclaimed World's Strongest Man competition for the first time last April, where participants from around the globe faced grueling challenges such as lifting massive weights and even pulling a semi-truck down Ocean Boulevard. The crowd pleasing event surpassed expectations.

Pairing those sporting events with our first ESports competition, our third Myrtle Beach Bowl and fifth Myrtle Beach Invitational, we're proving that the Grand Strand can host all levels of sporting events. Even some former pros got in on the action, when the famed Gronkowski brothers came to town this year to film their inaugural IceShaker Beach Games contest.

Whether you're playing sports, attending a meeting or just having some fun, The Beach is where everybody can be their best self. It's these messages like “You Belong at The Beach” that resonate with our guests, driving demand for our 60 miles of beaches and 14 unique communities throughout the year.

We're pleased to see that our lodging metrics continue to be above pre-pandemic levels, all while we remain one of the most affordable, value-added destinations in the country. In fact, the year resulted in generating \$32 million in accommodation tax revenues.

Our resiliency is because our business community, board members, elected leaders, and community partners are dedicated to our destination and willing to go the extra mile to make our home a thriving, welcoming place for visitors and residents.

Thank you for all you do and for supporting the promotion of our beautiful community.

Sincerely,

A handwritten signature in black ink that reads "Karen Riordan". The signature is fluid and cursive, with a long horizontal flourish extending from the end.

**Karen Riordan**

President and CEO, Myrtle Beach Area Chamber of Commerce & CVB

# Thank You!

## TO OUR 2023 BOARD MEMBERS

### **Ryan Swaim**

Board Chair

Dunes Realty

### **Alex Husner**

Immediate Past Chair

Casago

### **Sean Bailey**

SkyWheel Myrtle Beach

### **Dr. Michael Benson**

Coastal Carolina University

### **Woody Brownson**

Vacation Myrtle Beach

### **Kristin Call**

Myrtle Beach Pelicans

### **Chad Carlson**

Burroughs & Chapin

### **Tracy Conner**

Myrtle Beach Golf Course

Owners Assoc.

### **Hatton Gravely**

YMCA Of Coastal Carolina

### **Dr. Jessica Greene**

Next Level Behavioral

Health & Wellness

### **Lori Heafner**

Horry Georgetown

Technical College

### **Mayur Jeram**

New Horizon Hospitality

### **Mark Loos**

Tidelands Health

### **Ross Martin**

Coral Beach Resort

### **Patrick Norton**

Brittain Resorts & Hotels

### **Bhumi Patel**

Burr & Forman, LLP

### **John Rutenberg**

Truist Bank

### **Todd Setzer**

A & I Fire & Water

Restoration

### **Chris Shroff**

Avista/Seaside Resorts

### **Jacob Smith**

Sandy Beach Resort

### **Jay Smith**

Prestwick Country Club

### **Eileen Soisson**

The Meeting Institute

### **Heidi Vukov**

Croissants/Hook & Barrel

### **EX-OFFICIO**

### **Susan Cohen**

South Carolina Restaurant

& Lodging Association

### **Karen Riordan**

Myrtle Beach Area

Chamber of Commerce



# YOU BELONG AT *The Beach*

## 2023 YEAR IN REVIEW

This year, the story of tourism in Myrtle Beach was one of resilience, adaptability, and strategic growth. Facing challenges head-on, the destination not only sustained its appeal but also expanded its reach and impact. Visit Myrtle Beach's ability to attract a diverse visitor base, from domestic to international travelers, and its continued investment in tourism infrastructure and marketing, set a positive outlook for the future.



**17.6**  
MILLION  
Total Visitors

Two-thirds are repeat visitors to the area



**\$11.95**  
BILLION  
Economic Impact

Total direct visitor spending & impact



**\$16.4**  
BILLION  
Gross Retail Sales

Tourism-related spending in Horry County



## TRAVEL DEMAND

# Visitation stats remain strong

Despite the normalizing travel trends after the pandemic's surge, Myrtle Beach managed to retain strong visitor interest to the tune of more than 17 million visitors. Demand was especially strong in the first quarter of the year, before national economic woes slowed summer plans. [Read More on Page 10.](#)



## VISITOR SPENDING

# International travel grows

We saw international travel bookings increase in 2023 with a 21% uptick in spending by travelers from outside the U.S. This diversification speaks to The Beach's growing appeal on a global scale. In addition, increases in spending across sectors such as dining and nightlife highlight the economic impact of tourism beyond traditional metrics. [Read More on Page 11.](#)



## TOURISM IMPACT

# Industry drives robust tax revenues for area

Amid economic uncertainties, tourism contributed positively to tax revenue and gross sales in 2023, remaining above 2022 and pre-pandemic levels. A slight dip in Accommodations Tax was offset by higher revenues from the Hospitality Fee and Tourism Development Fees, indicating sustained investment in enhancing the visitor experience. [Read More on Page 12.](#)



### ACCOMMODATIONS

## Lodging outlook remains strong

The accommodations sector experienced a modest adjustment with occupancy rates averaging 55%, down six percent from the previous year, largely due to inflationary pressures. Despite these challenges, the overall financial indicators such as tax revenue from accommodations and gross sales remained robust, staying well above pre-pandemic levels.

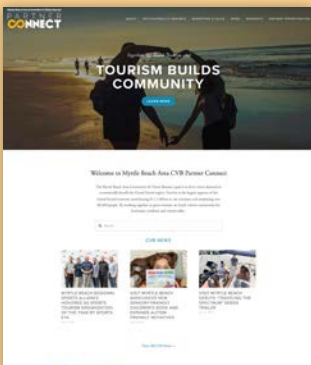
**Read More on Page 13.**

### AIR SERVICE

## New carrier, routes boost travel options

The introduction of Breeze Airways at Myrtle Beach International Airport and new routes by Spirit Airlines and American Airlines reflect the confidence carriers have in Myrtle Beach as a thriving tourist destination. Despite a slight decline in enplanements and deplanements, the airport saw record monthly passenger numbers in the shoulder season and winter. This growth illustrates Myrtle Beach's adaptability as a year-round destination.

**Read More on Page 14.**



### MORE DATA

## CVB Partner Connect

See more details on the area's tourism industry by visiting the Myrtle Beach Area Convention & Visitors Bureau Partner Connect website. Here, you'll find industry research, weekly lodging updates, accountability reports, and much more!

**MyrtleBeachAreaCVB.com**



**PAID MEDIA**

## Ads ask visitors to 'Beach with the Best'

Visit Myrtle Beach's paid media campaigns drove more than 2 billion impressions in 2023, focusing on promoting areas such as leisure travel, air service, group travel, and international travel. Amongst these included award-winning creative campaigns that encouraged visitors to "Beach with The Best" and drove home the message that "Everybody Belongs at The Beach."

**More on Page 15.**

**OWNED MEDIA**

## Beach makes a splash with video

Following the rapid growth of video content throughout the media world, Visit Myrtle Beach invested in branded entertainment designed to promote visitation in 2023. Producing a pair of TV shows — Chef Swap at The Beach and Traveling The Spectrum — the destination worked to make a splash by promoting the culinary scene and sensory-friendly travel. Additional projects included a re-designed website, two podcasts, the Myrtle Beach Beer Trail and a bevy of short-form video projects on social media.

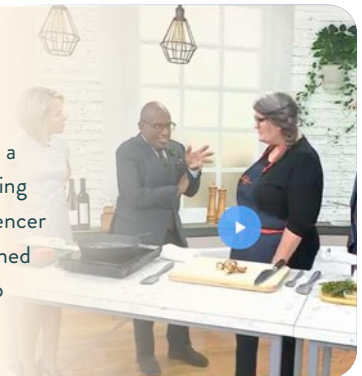
**More on Page 17.**



**EARNED MEDIA**

## National media takes notice

In 2023, our public relations team had great success with a comprehensive media plan which included targeted pitching and outreach, media missions, familiarization tours, influencer hosting and more. This effort yielded nearly 17 billion earned media impressions valued at more than \$90 million in top media outlets. **More on Page 20.**



## GROUP TRAVEL

# Groups get a big boost in 2023

The group sales team significantly increased visitation and achieved strong growth in all key metrics, including a 121% increase in definite room nights booked in 2023. Key activities contributing to this success included attending trade shows, conducting FAM tours, and expanding outreach to the Canadian market with representation from new agency of record, Pulse Communications.

**More on Page 22.**



## SPORTS

# ESPN events, PGA make a splash

In 2023, the Myrtle Beach Sports Alliance significantly boosted the local tourism impact through partnerships with major sporting events such as the Myrtle Beach Bowl. The announcement of the Myrtle Beach Classic, the area's inaugural PGA TOUR event, contributed to the area's reputation as "The Golf Capital of The World" with 2.76 million golf rounds played and \$135 million in golf revenue.

**More on Page 23.**

## PARTNERSHIPS

# Stand Up, strong men & big stats

This year Myrtle Beach enhanced its visibility through partnerships with high-profile brands and events, including a public service announcement with Stand Up to Cancer, and hosting the World's Strongest Man championship, driving significant economic impact and awareness. These efforts contributed to massive results, such as 780 million impressions from the PSA and 11,000 room nights from the World's Strongest Man event. **More on Page 21.**





## MARKETING IMPACT

# Study shows CVB provides industry-leading ROI

Visit Myrtle Beach's mission is to position The Beach as a year-round destination with 60 miles of "beach plus" to high value travelers in order to influence measurable overnight visitation from core audience segments to the 14 communities that make up The Grand Strand.

Among our top-level objectives is to maintain a high return on investment per media dollar spent and we're happy to report that ROI has remained strong in recent years. The industry-leading numbers below are a strong sign that destination marketing efforts are performing well and continue to drive the local economy to the tune of \$11.95 billion in visitor spending.

## Advertising Return on Investment

Every \$1 of advertising investment by Visit Myrtle Beach returns...

$$\begin{array}{ccccc} \$1 & = & \$167 & + & \$22 \\ \text{OF ADVERTISING} & & \text{OF DIRECT VISITOR} & & \text{OF LOCAL TAX} \\ \text{INVESTMENT} & & \text{SPENDING} & & \text{REVENUE} \end{array}$$

Source: Longwoods International

## CVB MARKETING OBJECTIVES

### Raise Awareness

Grow overall awareness of the destination and provide inspiration to help attract high-value domestic and international travelers.

### Drive Traffic

Drive quality and incremental visitors to VisitMyrtleBeach.com and position the website to be the most comprehensive resource for travelers in the market.

### Increase Value of Visits

Boost market penetration, awareness, length of stay and number of trips, while maintaining visitor spending, incremental visits and room night production.

### Promote The Area

Increase awareness of area attractions, accommodations, restaurants, events and our 14 communities beyond heavy contribution origin markets.

# Beach visitation stats high

In 2023, Myrtle Beach continued to demonstrate its allure as a prime tourism destination, maintaining robust visitor engagement and significant economic contributions through direct spending. Demand remained high this year, despite factors including inflation and economic headwinds, as well as challenges with weather during peak visitation times.

## 17.6

MILLION

### Visitors Stays

Number of visitors in 2022

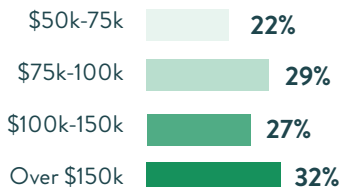
## Who's Visiting?

Myrtle Beach visitors, past three years

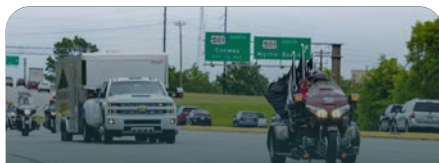
### BY AGE



### BY HOUSEHOLD INCOME



### TOP INTERESTS



## Origin Markets

Here is a closer look at where our 2023 visitors came from:

### IN THE CAROLINAS

1. Charlotte, N.C.
2. Florence, S.C.
3. Greensboro, N.C.
4. Columbia, S.C.
5. Raleigh, N.C.
6. Fayetteville, N.C.
7. Winston-Salem, N.C.
8. Concord, N.C.
9. Gastonia, N.C.
10. Charleston, S.C.

### BEYOND THE CAROLINAS

1. Knoxville, Tenn.
2. New York, N.Y.
3. Augusta, Ga.
4. Jacksonville, Fla.
5. Indianapolis, Ind.
6. Virginia Beach, Va.
7. Philadelphia, Penn.
8. Louisville, Ky.
9. Nashville, Tenn.
10. Washington, D.C.



VISITOR SPENDING

# International travelers bring growth to market

In 2023, visitor spending estimates\* held steady, demonstrating resilience amid economic challenges like inflation and uncertainty about the national debt ceiling. We also saw a resurgence of international travel and by May 2023, international bookings were up 40% compared to 2022 and continued to be strong throughout the year.

**\$1.89**

**BILLION**

Visitor Spending  
(Total)

**\$1.85**

**BILLION**

Visitor Spending  
(Domestic)

**\$38.9**

**MILLION**

Visitor Spending  
(International)

**TOP SEGMENT GROWTH**

Largest Spending growth YOY, according to VISA spending estimates

↑ **15%** **Entertainment**  
\$106 Million

↑ **3%** **Restaurants**  
\$639 Million

↑ **4%** **Food & Grocery**  
\$197 Million

**TOP 10 SPENDING MARKETS**

- |     |                                  |        |
|-----|----------------------------------|--------|
| 1.  | Charlotte-Concord-Gastonia       | \$126M |
| 2.  | Washington-Arlington-Alexandria  | \$69M  |
| 3.  | New York-Newark-Jersey City      | \$61M  |
| 4.  | Raleigh-Cary                     | \$50M  |
| 5.  | Columbia                         | \$47M  |
| 6.  | Florence                         | \$38M  |
| 7.  | Greenville-Anderson              | \$38M  |
| 8.  | Charleston-North Charleston      | \$37M  |
| 9.  | Atlanta-Sandy Springs-Alpharetta | \$37M  |
| 10. | Greensboro-High Point, N.C.      | \$36M  |

\*Source: VISA Visitor Spending Estimates

# Tax revenues stay strong amidst travel normalization

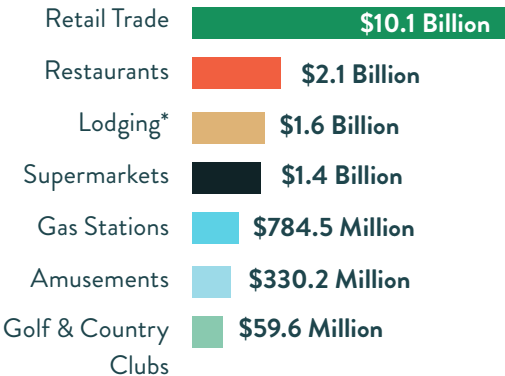
Despite facing challenges in 2023, including normalization of travel following the record setting post pandemic years of 2021 and 2022 and national economic uncertainties due to the lingering effects of the pandemic, tax revenues remained notably successful locally.

The resilience of the tourism economy was evident in Horry County, where despite a brief dip in travel-related revenue during the spring, overall tax collections and gross sales not only surpassed the previous year's figures but also remained significantly higher than pre-pandemic levels. These financial achievements underscore the enduring appeal and economic vitality of the Grand Strand as a tourism destination.

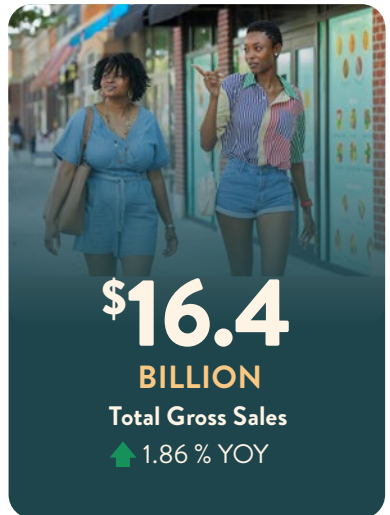
## Tax Revenue for Horry County



## Horry County Gross Sales



\*Note: Based on 2% ATAX  
Source: S.C. Department of Revenue



## ACCOMMODATIONS

# Lodging battles economic headwinds, remains robust

In 2023, Visit Myrtle Beach marketing programs continued to keep The Beach top of mind for potential visitors. The year also offered challenges as nationwide economic uncertainty affected demand.

The first quarter of the year was above 2022 in terms of hotel lodging metrics but a decline in tourism numbers began in April and May when the National Debt Ceiling crisis became a hot topic and continued for the rest of the year.

All the while the Myrtle Beach area remains one of the most affordable destinations in the country and predictive models have show signs of improvement coming for lodging in 2024.

**\$791**  
MILLION  
STR Revenue

**6**  
MILLION  
STR Demand

## 2023 Key Lodging Metrics



Avg. Occupancy

**55%**

Avg. Daily Rate

**\$120**

Avg. RevPAR

**\$71**



KEYDATA™

Avg. Occupancy

**53%**

Avg. Daily Rate

**\$170**

Avg. RevPAR

**\$84**



## AIR TRAVEL

# MYR is again one of top small airports in the U.S.

Throughout the year, Visit Myrtle Beach's air service campaigns and marketing efforts helped drive interest and traffic to Myrtle Beach International Airport, which experienced another great year in 2023.

Again this year, MYR was featured on the 10 Best Small Airports list in the 2023 USA Today 10Best Readers' Choice Travel Awards —ranking #4 overall. The 10Best Readers' Choice Awards highlight the best of the best in contests covering categories such as airports, food and drink, hotels and things to do.

### Breeze announces service

Utah-based Breeze Airways announced it would join MYR's list of carriers in 2023, offering flights to Charleston, WV, Hartford, Conn., Providence, RI and Tampa.

### New & expanded service

New flights added in 2023 include on Spirit Airlines to Rochester, N.Y., on Allegiant Airlines to Akron-Canton, OH and on Avelo Air to Wilmington, DE. In addition, American Airlines doubled MYR-DCA flight capacity, with a second daily frequency starting in February 2024.

### New passenger records set

In 2023, MYR set new all-time records for passengers in the months of January, February, April, November and December.



**1.68**  
MILLION  
Enplanements

**1.67**  
MILLION  
Deplanements

**3.36**  
MILLION  
Total Passengers

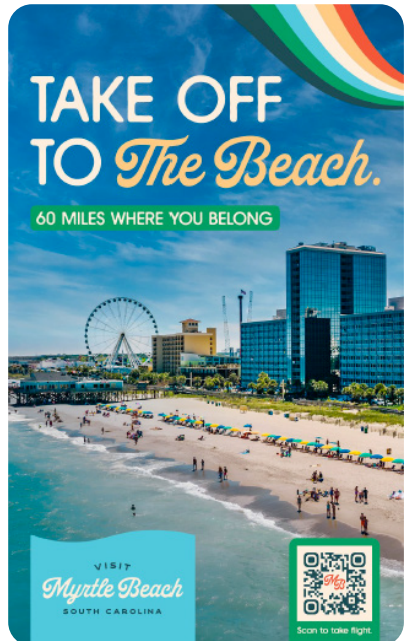
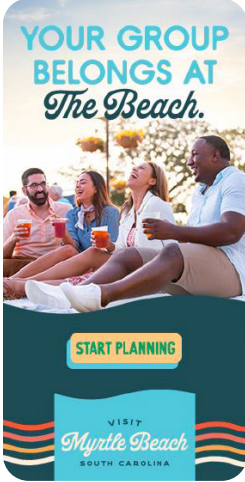
# Ad campaigns drive eyeballs, arrivals in 2023

In 2023, Visit Myrtle Beach spent more than \$20 million in paid media campaigns designed to drive interest in areas such as leisure travel, air service, group travel, and international travel. Developed by MMGY Global, these campaigns delivered more than 2 billion impressions, as well as millions of engagements and partner referrals across display, search and social platforms.

The annual "Portrait of the American Traveler" study shows 47 percent of people who saw an ad from Visit Myrtle Beach this year were able to recall the ad when prompted and that 4 in 10 showed more interest in visiting Myrtle Beach after seeing an ad.

This report suggests that investments in paid media efforts not only drive awareness, but increased visitation, traveler spending, and improved perceptions of the area.







# TV shows & social videos drive interest in The Beach

In 2023, Visit Myrtle Beach's branded content initiatives continued to reach new heights, driving engagement across a variety of media including television, podcasts, social media, e-mail and VisitMyrtleBeach.com. Here's a look at some of the successes:



## Chef Swap at The Beach

Following up on the success of season one on the Cooking Channel, a second season of "Chef Swap at The Beach" was shot and produced in 2023. The show, which was released in spring 2024, features local chefs swapping kitchens in a fun competition and was created to highlight the area's growing culinary scene. [Watch season 1 at ChefSwap.com](#)

## Traveling The Spectrum

This six-part series follows three families with members on the Autism spectrum as they travel to The Beach. This touching tale seeks to raise awareness to the fact that 87% of families with members on the spectrum do not travel. It is one of several projects in recent years designed to promote Myrtle Beach as a sensory-friendly travel destination. [Watch the trailer at TravelingTheSpectrumShow.com](#)



## Myrtle Beach Beer Trail

As part of a push toward experiential content designed to drive visitors to experience the culture of The Grand Strand, the Myrtle Beach Beer Trail was launched in 2023. The trail features 40+ local breweries and beer experiences, and prompts visitors to check-in using a digital pass to earn prizes as they explore our growing beer scene. [Learn more at VisitMyrtleBeach.com/beer](#)

## Short-Form Videos

On social media this year, the impact of short-form video continued to be felt, with rapid growth in audience and engagement across YouTube Shorts, Instagram Reels and TikTok.

In 2023, Visit Myrtle Beach produced short features on a variety of local events and attractions — including places like The Hangout, Crooked Hammock Brewery and The Crazy Mason — which saw millions of views each.

In addition, we launched a series called “Beach With Us” that showcases local personalities with interesting jobs and hobbies and highlights the rich culture of the Myrtle Beach lifestyle.

**156**  
MILLION

Social Video Views

↑ 132% YOY

**9.4**  
MILLION

YouTube Views

↑ 475% YOY



## Beach Easy Podcasts

This year Beach Easy Media produced a pair of podcasts designed to drive interest in the area by appealing to niche audiences. Our shows include “I Speak Mama” a no-nonsense podcast about parenting hosted by two Southern moms and “Life’s a Beach (...and Then You Die)”, which tells extraordinary human interest stories about the struggles and triumphs of everyday folks. Both shows have been received well and have begun to build audiences with fans from all over the U.S. and beyond.



Scan here to listen!

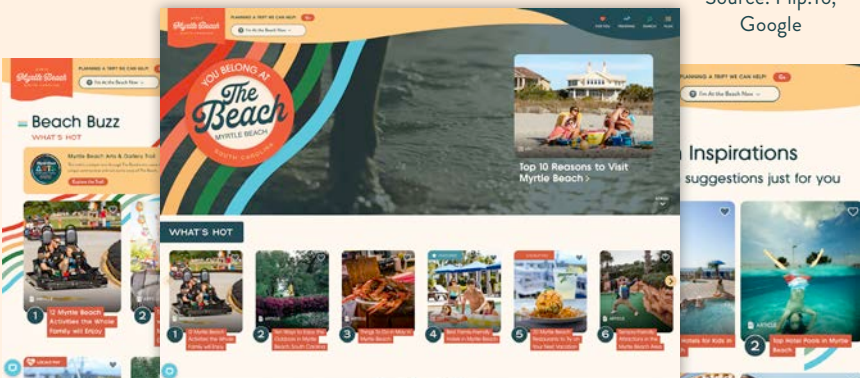
# VisitMyrtleBeach.com

At the start of 2023, we launched an all-new version of the area's official visitor information portal, VisitMyrtleBeach.com. Designed to enhance the user experience through personalization, improved searchability and engaging content, this future-focused site not only won awards for its revamp, but also drove significantly higher engagement from visitors this year. Through the creation of hundreds of new, high-quality articles created by our Content Army, the new site is primed to not just inspire visitors and better inform people planning trips to The Beach, but also drive more interest and referrals to partners.

**8**  
**MILLION**  
Website Visits

**\$16**  
**MILLION**  
Direct Booking  
Revenue Driven  
to Partners

Source: Flip.To,  
Google



## Myrtle Beach Memories

with the Gronkowski Brothers

By partnering with IceShaker, a brand which produces premium insulated drinkware, Visit Myrtle Beach was able to produce a series of online shorts with former pro football players Rob and Chris Gronkowski — who are co-owners of the brand. The brothers starred in promotional content for the destination, sharing their love for the beach they grew up visiting, playing a round of golf, and competing head-to-head in the inaugural IceShaker Beach Games.



EARNED MEDIA

# Public relations yield big results

Our public relations team, along with Fahlgren Mortine, executed a comprehensive earned media plan to stay top-of-mind and gain interest from national media in 2023.

This included a range of PR efforts, including targeted pitching and outreach, media missions, familiarization tours and hosting more than 75 media members in market. Additionally, we partnered with more than 230 local businesses to help showcase Myrtle Beach's best experiences.

**16.9**  
BILLION

Media Impressions

↓ 14% YOY

**\$90.7**  
MILLION

Ad-Equivalent Value

↓ 3% YOY

**26,092**

Media Clippings

↑ 4% YOY

"10 Most Popular  
U.S. Destinations  
for the Fall"



"The Coolest  
Small Cities in  
the U.S."



"These Are The  
17 Best Cities for  
Beer Lovers"



"Best Spring  
Break Spots  
for Families"



"Best Family  
Beach Vacations  
in The South"



"Most Affordable  
Places to Buy a  
Beach House"



"Golfer's Choice:  
Top 25 Golf  
Courses"



"Best Beach  
Vacations for  
Families & Couples"



"Top U.S. Tourist  
Attractions to  
Visit"



## PARTNERSHIPS

# Brands, events help drive interest

This year was a big one for collaboration as CrossOver Marketing and RSM helped Visit Myrtle Beach to partner with top brands and events to drive awareness in non-traditional tourism channels.

In addition to promotions with high-profile brands like Huggies, Lidl and Haribo, we also continued a multi-year deal with JMI and Playfly sports which offered exposure through more than a dozen colleges and universities. This sports-based partnership offered prime exposure both in-stadium and on TV broadcasts for college football and basketball games with schools from the Big Ten, ACC, Big East and MAC.



## Stand Up to Cancer

A partnership with Stand Up to Cancer allowed Visit Myrtle Beach to team up with Oscar-winning actor Matthew McConaughey to produce a PSA for cancer research promoting memories made in Myrtle Beach. Since its launch in October 2023, the spot had reached more than 780 million impressions (\$29 million equivalent ad value) including placements on all major networks during SU2C's annual telethon event.

## World's Strongest Man

Thanks to efforts from the Myrtle Beach Sports Alliance, the destination partnered with World's Strongest Man for the first time in 2023. This event brought in more than 30,000 fans from all over the world to The Beach and drove \$8 million in economic impact to the market over five days. Other impactful events included the return of the ICS World Championship Chili Cook-Off, Carolina Country Music Festival, and ESPN Events' Myrtle Beach Bowl and Myrtle Beach Invitational.



## GROUPS

# A big year for group travel

Visit Myrtle Beach's group sales team achieved remarkable success in 2023, returning to and exceeding pre-pandemic business levels. They managed more than 450,000 lead room nights, and confirmed 300,496 definite room nights, marking a 13% and 17% increase over 2019 figures, respectively. Additionally, they saw a 1% increase in leads compared to 2022.

The team attended over 50 leading industry events, such as ABA, Connect Marketplace, TEAMS Conference, HelmsBriscoe ABC, Accent East, IPW, Travel South International, and Sports ETA.

A special focus was maintained on site visits and FAMs, building on the Site Experience Training initiated in 2022 by Terri Roberts, which significantly benefited both the team and VMB group partners.

The meetings and conventions market saw substantial growth with a 47% increase in leads and a 51% rise in definite room nights, alongside an impressive 102% boost in lead room nights. The group tour & travel market also demonstrated robust health, with a 21% rise in lead production over 2019.



# 300K

Definite Room  
Nights Booked  
↑ 121% YOY

# 916

Group Leads  
↑ 106% of  
Stretch Goal

# 45

Site Visits  
↑ 108% YOY

# 7

FAM Tours  
↑ 117% YOY

SPORTS

# Events drive strong visitation

The Myrtle Beach Sports Alliance contributed heavily to the overall tourism impact of the area in 2023. Our team continued successful partnerships with events such as ESPN Events' Myrtle Beach Bowl and Myrtle Beach Invitational, the Beach Ball Classic, Myrtle Beach Marathon, and Boost at the Beach ESports tournament.



New events included the World's Strongest Man, Sun Belt Track & Field Championships Stadium and the Conference Carolinas Track & Field Championships at Doug Shaw Memorial Stadium in Myrtle Beach.

**\$16.1**  
MILLION

Estimated Tax Revenue

↑ 14% YOY

**\$174**  
MILLION

Direct Spending

↑ 13% YOY

## PGA announcement caps a strong year for 'Golf Capital'

The biggest splash of the year came in the form of the Myrtle Beach Classic, the area's first-ever PGA tournament. Announced in 2023, the event took place at the Dunes Golf & Beach Club in May 2024. It was brought to the area through a joint effort between Visit Myrtle Beach, Golf Tourism Solutions and the South Carolina Department of Parks, Recreation & Tourism. The tournament featured more than 100 PGA Tour pros and was televised on the Golf Channel, giving the beach a new signature event to solidify its standing as "The Golf Capital of The World." This event, combined with the continued growth in rounds and revenue locally, proves that golf and sports tourism continue to thrive.

**2.76**  
MILLION

Rounds Played

↑ 6% YOY

**\$135**  
MILLION

Golf Revenue  
(Combined Greens & Cart fees)

↑ 12% YOY



# MEET OUR CVB TEAM



**Karen Riordan**  
Chief Executive  
Officer



**Stuart Butler**  
Chief Marketing  
Officer



**Bob Harris**  
Executive VP  
of Sales



**Diane Charno**  
VP of Brand &  
Communications



**Jonathan Paris**  
Executive Director  
of Sports Tourism



**Taylor Sellers**  
Senior Sports  
Development Mgr.



**Johanna Hodge**  
CVB Partnership  
Director



**Wes Bilyeu**  
Partnership  
Specialist



**Jen Brunson**  
Senior Marketing  
Manager



**Tiffany Henry**  
Marketing  
Coordinator



**Chris Mowder**  
Associate Creative  
Director



**Kelley  
McDonnell**  
Content Manager



**Denielle  
Van Dyke**  
PR Manager



**John Muse**  
Video Producer /  
Photographer



**Cori Hutslar**  
Website  
Administrator



**Mary Carman  
Isenberg**  
Senior Sales  
Operations Mgr.



**Cynthia Mohr**  
Senior Sales  
Manager



**Sandy Haines**  
Group Tour  
Sales Director



**Melanie Doty**  
Specialty Market  
Sales Manager



**Lori Lampo**  
Meetings Sales  
Manager



**Lisa Parisi**  
Assistant Sales  
Manager



**Xavier Jones**  
Sales Experience  
Coordinator



**Annika Klint**  
Canadian Team  
Managing Partner



**Sana Keller**  
Canadian Team  
President



**Rebecca Seeds**  
Canadian Team  
Account Manager