



Myrtle Beach benefits from being an easy drive-to market with heavily domestic regulars. Since the beginning of 2021 to present, hotel searches have increased significantly.

Spotlight: Myrtle Beach, SC



“An easy road trip destination from the East Coast, Midwest and Southeast, Myrtle Beach International Airport recently announced significant expansions in flight carriers – making travel to the Grand Strand even more seamless. Updates include 10 new non-stop flight markets on Southwest Airlines, beginning in late May and early June; three seasonal markets on United Airlines, starting in late May; and three new markets on Frontier Airlines starting in mid June.”*

*Source:
<https://www.visitmyrtlebeach.com/articles-media/post/visit-myrtle-beach-encourages-visitors-to-get-outside-travel-responsibly/>

Spotlight: Myrtle Beach



Hotel Search Evolution Index

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The Search Evolution Index shows the rate of change for searches to a particular destination over time relative to the first displayed date.



Since August 2020, hotel searches in Myrtle Beach have increased over 150% entering summer 2021.

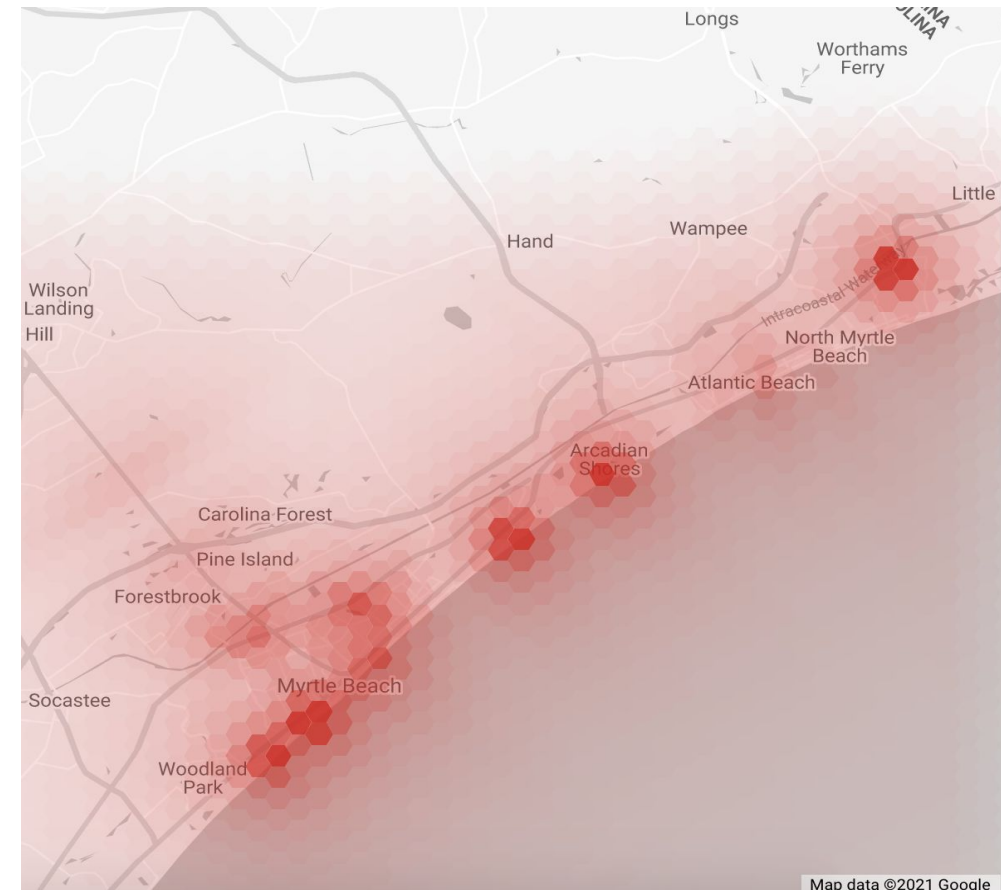
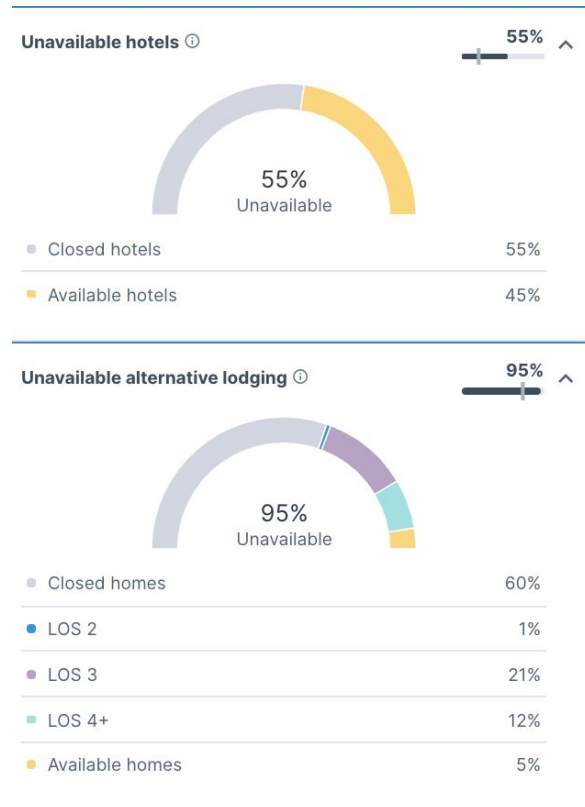
Spotlight: Myrtle Beach



During the next 60 days, 99.6% of all hotel searches for Myrtle Beach days have been from within the US. On average guests are looking to stay 4 or 5 nights.

Countries		Avg. LOS
United States of America	99.6%	4.3

Spotlight: Myrtle Beach - July 4th



Accommodation providers are taking advantage of the longer Length of Stay (LOS) with less than half of the hotels available for a 1 night LOS and a tiny percentage of 'Hotel Like' Alternate Lodging having a 1 night stay available.



Are you ready to turn lookers into bookers?

Turn information into actionable data by accessing more **key metrics**, including:

- Search date breakdown
- Country feeder markets to your destination
- LOS for those feeder markets

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