

Georgetown County Branding Research

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Table of contents

1. Objective
2. Methodology
3. Demographics of survey respondents
4. Times and lengths of visits by category
5. Key findings and implications
6. The Georgetown County brand

Objective

Guide creative development for 2010 and beyond with a better understanding of:

- Perceptions of Georgetown County
- Past guests of Georgetown County

Methodology

Step 1: Survey of the Georgetown County partners

- Provides understanding of when guests book and stay
- 6 responses, July 2009

Step 2: Survey of Georgetown County board & staff

- Used to assist in development of past guest survey
- 10 responses, August 2009

Step 3: Survey of Georgetown County past guests

- Provides destination perception and guest information
- 386 responses, November-December 2009

Demographics of past guest survey respondents

- Female (66.8%)
- Age 35+
 - 35-49 (24.1%)
 - 50-64 (52.4%)
 - 65+ (19.4%)
- HHI \$50,000-\$149,999
 - \$50,000-\$74,999 (14.1%)
 - \$75,000-\$99,999 (16.5%)
 - \$100,000-149,999 (15.9%)
- Live in SC, NC, GA (52%)
 - VA, TN, KY (19%)
 - WV, OH, DC, MD, DE, PA, NJ, NY (13%)

Demographics of survey respondents

- No children in household (63.8%)
 - 1-2 children (25.6%)
 - 3+ children (10.6%)
 - Children @ home are HS+
 - Infant/toddler (14.4%)
 - Elementary school (28.8%)
 - Middle school (20%)
 - High school (32%)
 - College (40%)
 - College graduate (10.4%)
- Almost half have grandchildren (47.9%)
 - And travel with them (83.3%)
 - Grandchildren are elementary school age and younger
 - Infant/toddler (54.9%)
 - Elementary school (67.9%)
 - Middle school (20%)
 - High school (35.2%)
 - College+ (18.5%)

Times and lengths of visits by category

	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>	<u>Jun</u>	<u>Jul</u>	<u>Aug</u>	<u>Sep</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>
Families booking	X	X		X	X	X	X	X				
Family stays						X	X	X				
Golfers booking	X	X	X	X				X	X	X		
Golfer stays	X	X	X	X	X	X	X	X	X	X	X	
Couples booking	X	X	X	X	X		X	X	X	X		
Couple stays	X	X	X			X	X	X	X	X	X	X

- Families typically stay for 7 nights, but sometimes do shorter trips of 1-4 nights
- Golfers stay for 1, 3 or 7 nights
- Couples stay for 3, 7 or 8+ nights

Source: partner survey

Key Findings & Implications

**“The most unique beaches in South Carolina,
and few tourists are aware of their existence”**

When people **stumble upon** Georgetown County, they realize they've uncovered a **hidden gem**. Off the beaten path, the **development** that has refaced so many beach destinations **bypassed** this **special** section of the coast.

Guests of Georgetown County are **protective** of their **understated** vacation spot – they don't want it to lose the **intimacy** they so **treasure**. At the same time, they enjoy **sharing** their **discovery** with the people they **cherish**.

**“South Carolina’s best kept secret,
not full of celebrities and wannabes”**

Georgetown County guests are **family oriented**. Not surprisingly, they vacation to **feel carefree and at peace**. The destinations they choose are **relaxed, natural and beautiful** – they don't need a multitude of distractions to be happy.

“We just land and do nothing”

“Most relaxing place in the world”

Most important in their lives:

- Taking care of family
- Spending time with friends/family
- Being comfortable and at ease
- Making memories

While on vacation, they want to feel:

- Happy to be on vacation (78.5%)
- Carefree (73.1%)
- At peace (58%)
- A world away (51.3%)

- *NOT* -

- Stimulated (13.2%)
- Entertained (16.8%)
- Pampered (17.1%)

Order of importance on beach vacation: (1 = essential, 5 = not at all important)

1. **Beautiful beaches (1.39)**
2. **Relaxed / laid back (1.54)**
3. Affordable accommodations (1.75)
4. **Less crowded beaches (1.84)**
5. **Natural setting (1.96)**
6. **Dining options and variety (2.21)**
7. Good grocery stores close by (2.31)
8. Within driving distance of home (2.47)
9. Something to please everyone in family (2.62)
10. Status/reputation of location (2.86)
11. Upscale accommodations (2.93)
12. Surrounded by people like me (3.06)
13. **History (3.14)**
14. **Shopping (3.19)**
15. **Lots of activity going on in the surrounding area (3.56)**
16. Water sports (3.65)
17. Fishing (3.69)
18. **Golf (3.83)**
19. **Kid/teen activities (3.93)**
20. Dog friendly (4.04)
21. Near an airport (4.09)
22. Spa (4.14)

Benefits significantly outweigh features

**“We’ll relax, breathe the sea air
and come back refreshed”**

Georgetown County doesn't have a brand, and guests like it that way. Unlike the other SC beach destinations (Myrtle Beach, Charleston and Hilton Head Island), it's **relatively unknown** – and **not crowded**. While many have turned a trip to Georgetown County into an annual **tradition** and come back year after year, others search the coast hoping to **discover** more **secret spots**.

**“This was our 18th year here,
and we hope to have 18 more”**

“A secret jewel”

With the exception of Litchfield, survey respondents struggled to associate celebrities with Georgetown County destinations.

Charleston: sophisticated people of influence



Litchfield: old-fashioned, wholesome



Hilton Head Island: educated, higher income

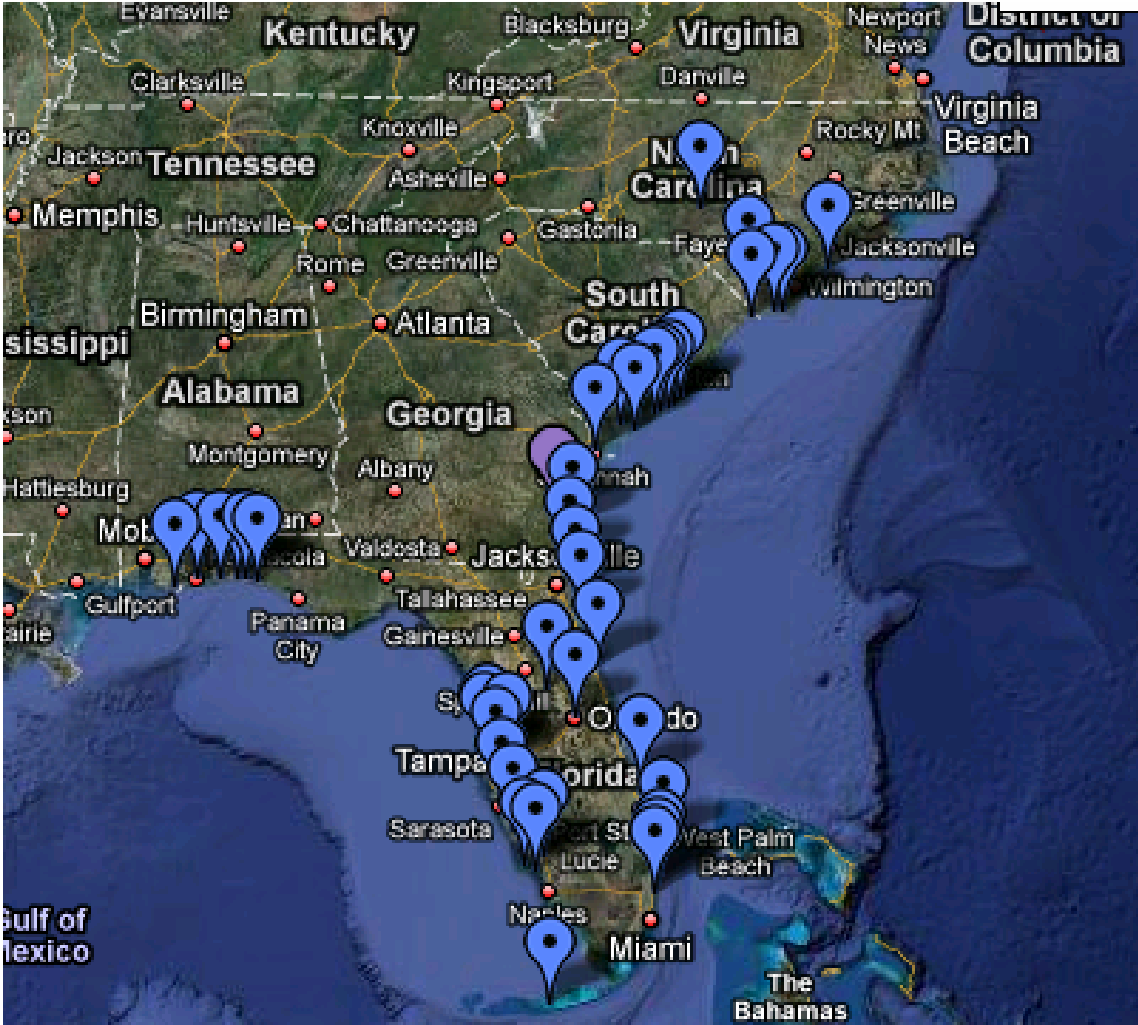


Myrtle Beach: people who enjoy the spotlight



***“As always,
everything was wonderful and private”***

The consideration set for past guests includes many quiet beach destinations along the Atlantic and Gulf coasts.



“Wonderful quiet and seclusion...
rest... beauty”

Georgetown County guests recognize they've found **someplace special**. They **fear** their favorite vacation destination will **change**, and as a result, they are fiercely **protective**.

“Don't let anyone else in until I get back”

“There is nothing that compares to this special island”

The Georgetown County brand

Brand essence flows from our customers... who loves the brand the most?

- People who
 - Are family-oriented
 - Love the beach
 - Appreciate nature
 - Enjoy relaxing
 - Are comfortable with themselves
 - Don't need distractions
 - Value tradition
 - Prefer simplicity over complex
 - Seek out the unknown

**tranquility-seeking
romantics**

Where do we “fit” in their minds?

- What is our category frame of reference? And how do we define Georgetown County?
 - **South Carolina beach destinations**
- External frame of reference:
 - **Place to hide**

What sets Georgetown Country apart?

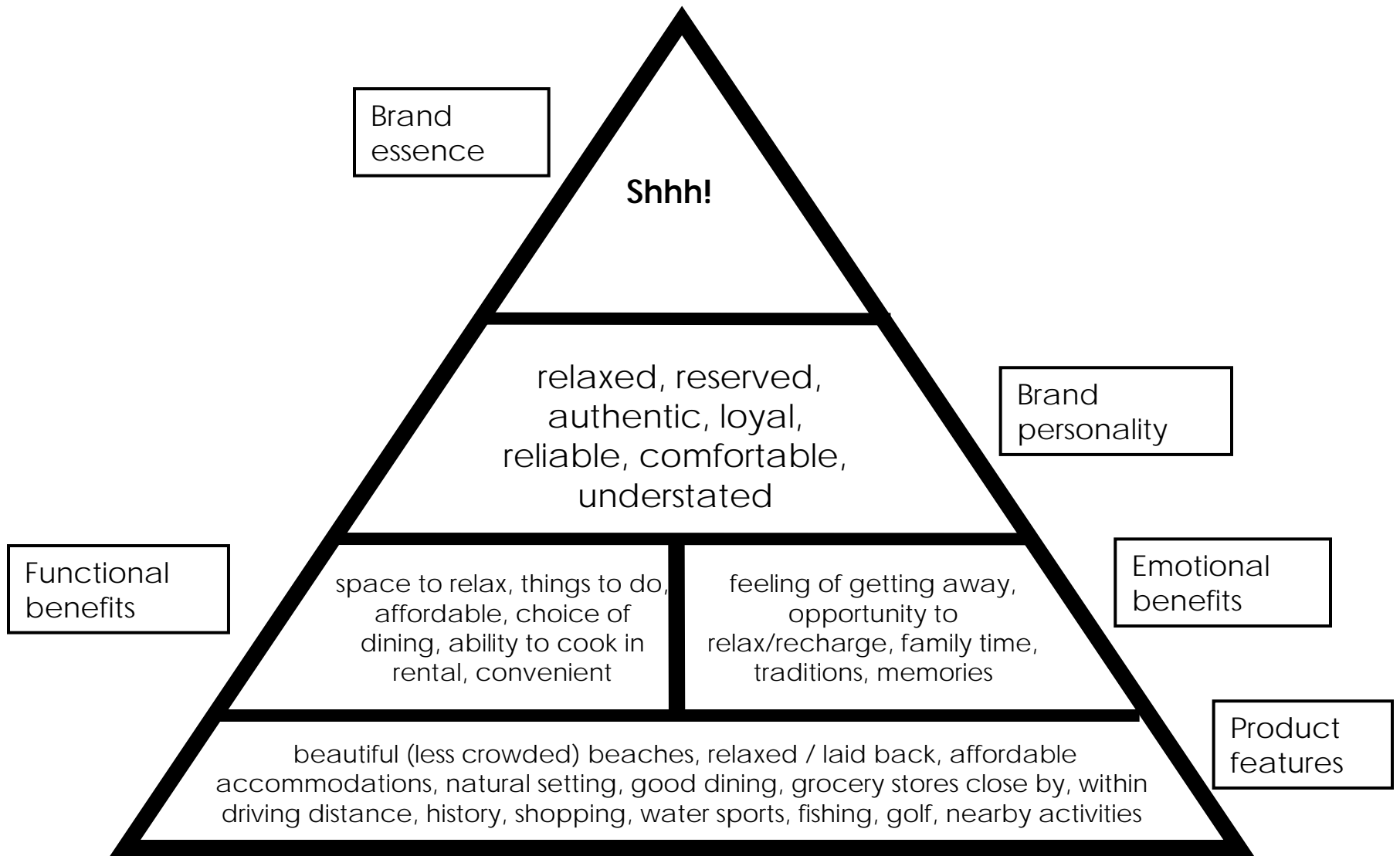
What is the single Brand Benefit that has an emotional connection with brand lovers and distinguishes Georgetown County from the competition?

Stays true – year after year after year

Bringing it all together

Especially for (Brand Lover), Georgetown County is the (Category frame of reference) and (External frame of reference) that (Brand benefit).

**Especially for tranquility-seeking romantics,
Georgetown County is a collection of South Carolina
beach destinations and place to hide
that stays true, year after year after year.**



Communications platform

Brand positioning: **Shhh!**

Consumer mindset: **tranquility-seeking romantics**

Communications tone: **relaxed, understated**

Messaging raw materials: **beautiful, natural beaches
laid-back vibe
affordable accommodations
everything you may want (dining,
fishing, history, shopping, activities)
and nothing you don't (crowds)**

Q & A

Thanks

Appendix

Partner Survey Responses

1. In which months do you have the greatest volume of family vacationers?

(select all that apply)

January	16.7%	July	66.7%
February	0%	August	66.7%
March	0%	September	0%
April	0%	October	0%
May	0%	November	0%
June	83.3%	December	0%

1. What is the average length of stay for your family vacationers?

(select one)

1 night	16.7%
2 nights	0%
3 nights	16.7%
4 nights	16.7%
5 nights	0%
6 nights	0%
7 nights	50%
8+ nights	0%

3. In which months do you begin marketing to families?

(select all that apply)

January	66.7%	July	16.7%
February	33.3%	August	16.7%
March	50%	September	16.7%
April	33.3%	October	16.7%
May	16.7%	November	16.7%
June	33.3%	December	16.7%

4. In which months do most families book their accommodations?

(select all that apply)

January	66.7%	July	50%
February	50%	August	16.7%
March	33.3%	September	16.7%
April	66.7%	October	0%
May	66.7%	November	0%
June	50%	December	0%

5. Where do your family vacationers live?

1. NC
2. Charlotte, Florence, Columbia, Greenville, Atlanta, some TN
3. NC, SC, GA, NY, TN
4. Southeast
5. SC, NC, VA, OH, GA, PA, TN, NY, NJ, MD

6. In which months do you have the greatest volume of golfers?

(select all that apply)

January	33.3%	July	16.7%
February	16.7%	August	16.7%
March	16.7%	September	16.7%
April	33.3%	October	16.7%
May	16.7%	November	16.7%
June	16.7%	December	0%

7. What is the average length of stay for your golfers?

(select one)

1 night	33.3%
2 nights	0%
3 nights	50%
4 nights	0%
5 nights	0%
6 nights	0%
7 nights	16.7%
8+ nights	0%

8. In which months do you begin marketing to golfers?

(select all that apply)

January	66.7%	July	0%
February	33.3%	August	16.7%
March	0%	September	0%
April	0%	October	0%
May	0%	November	0%
June	0%	December	0%

9. In which months do most golfers book their accommodations?

(select all that apply)

January	50%	July	0%
February	33.3%	August	16.7%
March	33.3%	September	16.7%
April	16.7%	October	16.7%
May	0%	November	0%
June	0%	December	0%

10. Where do your golf visitors live?

1. VA
2. Charlotte, Florence, Columbia, Greenville
3. Southeast

11. In which months do you have the greatest volume of couples visiting?

(select all that apply)

January	33.3%	July	33.3%
February	33.3%	August	33.3%
March	16.7%	September	16.7%
April	0%	October	16.7%
May	0%	November	16.7%
June	33.3%	December	16.7%

12. What is the average length of stay for your golfers?

(select one)

1 night	0%
2 nights	0%
3 nights	66.7%
4 nights	0%
5 nights	0%
6 nights	0%
7 nights	16.7%
8+ nights	16.7%

13. In which months do you begin marketing to couples?

(select all that apply)

January	50%	July	16.7%
February	33.3%	August	33.3%
March	16.7%	September	33.3%
April	16.7%	October	33.3%
May	16.7%	November	16.7%
June	16.7%	December	16.7%

14. In which months do most couples book their accommodations?

(select all that apply)

January	33.3%	July	16.7%
February	33.3%	August	16.7%
March	16.7%	September	50%
April	16.7%	October	33.3%
May	16.7%	November	0%
June	0%	December	0%

15. Where do your couple visitors live?

1. NC
2. Charlotte, Florence, Columbia, Greenville, Atlanta, some TN
3. North
4. Southeast

16. In what area is your Georgetown County property located?
(select one)

Garden City	0%
Murrells Inlet	16.7%
Litchfield Beach	50%
Pawleys Island	16.7%
Georgetown	0%
Andrews	0%
Other	16.7%

17. Do you have a golf course on property?

Yes	66.7%
No	33.3%

18. Do you have a spa on property?

Yes	33.3%
No	66.7%

19. How many units do you have on property?

<25	0%
25-49	0%
50-99	33.3%
100-249	33.3%
250-499	16.7%
400-999	16.7%
1000+	0%

20. What is your ADR?

<\$50	0%
\$50-74	16.7%
\$75-99	0%
\$100-149	33.3%
\$150-199	0%
\$200-249	0%
\$250+	16.7%
Prefer not to answer	33.3%

21. Please share any additional information that you believe will be helpful.

1. Our guests have free use of Healthpoint in Litchfield
2. We are a drive-to destination. We are family based all year long. We should have a huge repeat vacationer following.

Board & Staff Survey Responses

1. What is special about Georgetown County?

History	7
Laid-back atmosphere	5
Natural	5
Great golf	5
Dining/shopping	3
Activities	1
River + beach combo	1

2. How is Georgetown County different from: Myrtle Beach? Charleston? The beach communities of NC?

Myrtle Beach	crowded + commercial
Charleston	crowded + hip
Beach communities of NC	varied

3. When people think about visiting Georgetown County, what other vacation destinations are they also considering?

Myrtle Beach	3
Wrightsville Beach	2
Charleston	2
Florida	2
Outer Banks	2
Edisto Island, Hilton Head Island, Georgia Golden Isles, Virginia Beach	1 each

4. What are the demographics of people who vacation in Georgetown County?

Age? Kids? Home town?

Adults	35+
Kids	pre-teen +

North Carolina (specific mentions of Charlotte & Asheville)	4
South Carolina (specific mention of upstate)	4
Georgia (specific mention of Atlanta)	3
New York	3
New Jersey	2
Ohio	2
Florida	1

5. What do the people who vacation in Georgetown County look like?

What do they wear?

What kinds of cars do they drive?

1. families + couples + golfers
2. physically fit
3. well dressed: understated, but fashionable, resort casual attire
4. drive SUVs and high-end imports

6. What is important to people who vacation in Georgetown County?

Relaxation	6
Dining (specific mentions of fresh seafood)	3
Beach	2
Golf	2
Authentic, beauty, status, history, activities, natural	1 each

7. How do people feel when they're on vacation in Georgetown County?

relaxed

8 . What do people do when they're on vacation in Georgetown County?

Beach	8
Dining	7
Shopping	6
Golf	6
Day trips to Charleston / Myrtle Beach	2
Historical sightseeing	2
Biking, pool, water sports, outdoor activities	1 each

9. What do people love most about being on vacation in Georgetown County?

Beach	3
Relaxed vibe	2
Unspoiled	2
Community, variety, hospitality	1 each

10. How do people feel as they're leaving a Georgetown County vacation?

Want more	3
Recharged	2
Satisfied	1

11. Please describe quickly the characteristics of:

Andrews: rural

Garden City: commercial

Georgetown: quaint, historic (with industrial eye sores)

Litchfield: beautiful beaches/resorts

Murrells Inlet: fishing village

Pawleys Island: sophisticated beach, shopping & dining

12. What characteristic of Georgetown County is most important to communicate to potential visitors?

Coastal/beach	3
Year-round retreat	2
History/tradition, hammock lifestyle, unspoiled, family friendly	1 each
Laid back, award-winning golf, famous resorts, friendly people	0 each

14. Please write your guest log note.

Back soon	4
Relaxed	3
Reconnected (with family and friends)	2

Past Guest Survey Responses

1A. When you are on vacation, how do you want to feel?

(select all that apply)

There's a variety of activities to keep my family interested	30.6%
Carefree	73.1%
At peace (and the Blackberry / cell phone is turned off)	58%
Reconnected with my family	42.5%
Happy to be on vacation	78.5%
Pampered	17.1%
Stimulated	13.2%
Entertained	16.8%
A world away	51.3%
The most difficult decision is choosing a place to eat dinner	35.5%
I'm vacationing around other people like my family	35%

**1B. When your vacation is over,
how do you typically feel.**
(select all that apply)

Pleased we had such great family time together	63.5%
Sad vacation is over	72.5%
Already thinking about planning our next vacation	60.9%
Enriched and fulfilled	40.7%
Rejuvenated and recharged	62.4%
In a great mood	48.2%
Stressed about the money spent	4.1%
Irritated about the little things that went wrong	0.8%
Wishing that we'd gone somewhere else	0.5%

2. How important is each of the following attributes when choosing a beach vacation destination.

(rank each on a scale of 1-5: 1 = essential; 5 = not at all)

	Average
Affordable accommodations	1.75
Beautiful beaches	1.39
Dining options and variety	2.21
Good grocery stores close by	2.31
Dog friendly	4.04
Fishing	3.69
Something to please everyone in family	2.62
Golf	3.83
History	3.14
Lots of activity going on in the surrounding area	3.56
Kid/teen activities	3.93

	Average
Natural setting	1.96
Near an airport	4.09
Relaxed / laid back	1.54
Shopping	3.19
Less crowded beaches	1.84
Spa	4.14
Surrounded by people like me	3.06
Status / reputation of the location	2.86
Upscale accommodations	2.93
Water sports	3.65
Within driving distance of home	2.47

3A. At which of these Georgetown County communities have you vacationed? (select all that apply)

Andrews	0%
Garden City	20.1%
Georgetown	17.5%
Litchfield	70.1%
Murrells Inlet	24.1%
Pawleys Island	75.1%

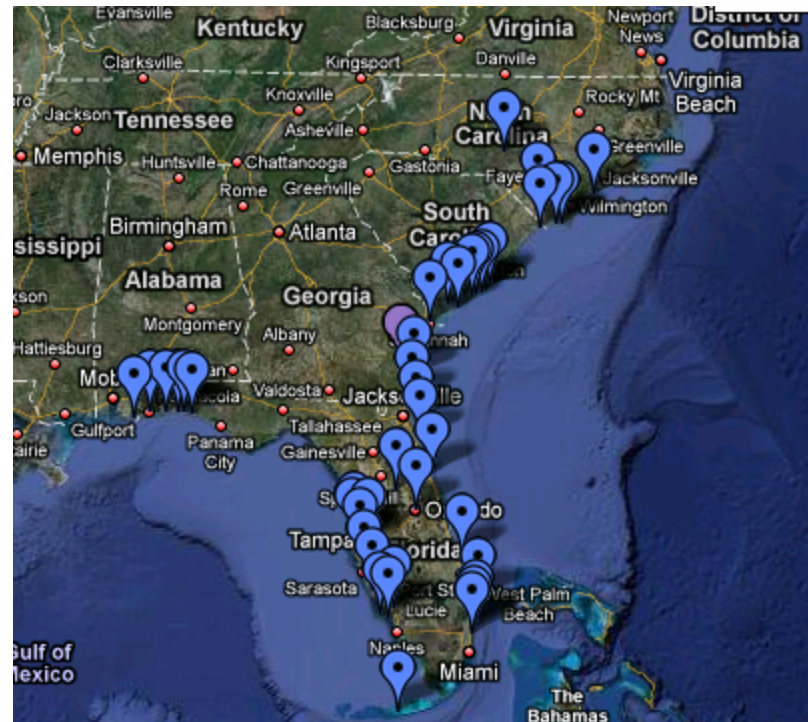
3B. When you were planning your trip to a Georgetown County destination, which additional Georgetown County communities did you consider?
(select all that apply)

Andrews	1.1%
Garden City	14.6%
Georgetown	17.7%
Litchfield	46%
Murrells Inlet	29.9%
Pawleys Island	54%
None of these	20.6%

3C. Did you consider any of these communities outside of Georgetown County? (select all that apply)

Charleston	42.6%
Edisto Island	18.5%
Florida	13.2%
Georgia Golden Isles	6.1%
Hilton Head Island	23.3%
Myrtle Beach	30.2%
Outer Banks	22.5%
Virginia Beach	4.5%
Wrightsville Beach	7.9%
Other community	7.7%
Did not consider any community outside of Georgetown County	19.6%

Florida and "other" communities:



4A. Imagine that these celebrities are on vacation. At which destinations could you imagine them vacationing? (check all that apply)

	Andrews	Charleston	Garden City	Georgetown	Hilton Head Island	Litchfield	Myrtle Beach	Murrells Inlet	Pawleys Island	Wrightsville Beach	Don't Know
Larry the Cable Guy	25	7	19	7	8	5	148	17	11	5	116
Bill Cosby	1	71	4	11	115	20	14	3	24	0	105
Jon & Kate	0	12	14	2	34	12	83	2	23	11	175
Tim & Faith	1	35	3	8	65	24	30	5	51	6	140
The Obamas	4	70	1	10	114	16	7	0	26	3	117
Kathy Griffon	2	30	9	4	47	9	45	3	18	5	196
Dolly	0	33	9	3	28	16	126	7	24	7	115
Jeff Foxworthy	8	9	12	11	25	27	89	22	34	6	125
Andy Griffith	6	20	5	24	16	38	23	31	70	28	107
The Huxtables	4	42	7	12	31	37	57	5	30	5	138

4B. Imagine that these celebrities are on vacation. At which destinations could you imagine them vacationing? (check all that apply)

	Andrews	Charleston	Garden City	Georgetown	Hilton Head Island	Litchfield	Myrtle Beach	Murrells Inlet	Pawleys Island	Wrightsville Beach	Don't Know
Justin Long	5	19	0	5	14	1	36	2	6	4	268
Denzel Washington	2	67	2	6	87	15	9	1	26	4	141
Taylor Swift	0	24	6	6	27	12	89	4	24	7	161
Lebron James	0	21	4	6	55	6	40	4	6	2	216
Will Smith	2	41	4	3	93	12	34	2	20	3	146
Miley Cyrus	1	9	6	6	23	11	138	5	10	4	147
Darius Rucker	2	49	5	3	24	15	40	8	20	4	190
Lance Armstrong	1	35	3	7	80	24	18	5	37	9	141
Samuel L. Jackson	3	48	1	6	60	15	15	3	24	4	181
Peyton Manning	0	28	4	5	66	31	23	7	40	4	152
Robert	3	49	0	10	46	24	10	11	52	5	150

4C. Imagine that these celebrities are on vacation. At which destinations could you imagine them vacationing? (check all that apply)

	Andrews	Charleston	Garden City	Georgetown	Hilton Head Island	Litchfield	Myrtle Beach	Murrells Inlet	Pawleys Island	Wrightsville Beach	Don't Know
Aunt Bea	16	33	19	32	7	12	16	32	50	26	111
Anderson Cooper	2	49	7	9	64	23	6	4	32	3	155
Desperate Housewives	0	43	9	5	81	16	46	4	10	5	135
George Clooney	2	44	3	8	95	35	9	8	40	4	106
Katie Couric	3	57	1	7	83	26	8	7	38	2	122
Mrs. Brady	2	23	16	8	21	40	41	5	38	8	152
Oprah	6	70	2	8	104	9	12	2	22	6	113
Matt Lauer	3	54	4	9	78	29	8	7	25	9	128
Rachel Maddow	3	23	10	5	26	8	8	3	20	2	246
June Cleaver	5	16	19	14	14	22	22	12	67	10	133

5. Imagine you are a visitor to Georgetown County on the last day of your trip. Please write the note you would leave in the guest log.

Responses in order of popularity:

1. We're planning our next trip already
2. We enjoyed relaxing
3. Such a beautiful, natural area with great beaches
4. Excellent food
5. Great family time
6. Enjoyed the Southern hospitality
7. We hate to leave
8. So much to do
9. Tied: Wonderful history, great golf, excellent shopping
10. Perfect weather
11. Good fishing
12. Great value
13. Too expensive

Select quotes from #5

"Thanks for a no stress, relaxing, enjoyable vacation"

"Enjoyed every minute"

"Plenty to do, or we can do nothing at all"

"Had a wonderful time, wish I could stay longer"

"Love this part of the world"

"Had a wonderful, relaxing getaway with family"

"The beaches are second to none"

"Cannot wait until next year"

"The best beaches in the world, and the least amount of people"

"What a wonderful place – close to home and great food and activities, if you want to participate"

"South Carolina's best kept secret, not full of celebrities and wannabes"

"I enjoyed the relaxing atmosphere and beautiful beaches"

"Can't wait until I'm back again"

"True upscale Southern flair"

"Peaceful, restful, and what you need is at your fingertips"

Select quotes from #5 (cont.)

"Lots of interesting shops that I never get around to visiting because I don't want to leave the beach"

"So much to see and do"

"Wish I could stay forever"

"Wish I could live here all year long"

"As always, everything was wonderful and private"

"The most unique beaches in South Carolina, and few tourists are aware of their existence"

"Please don't change anything"

"What a relaxing place to be"

"Close enough to attractions, but far enough from being overwhelmed"

"Our days and nights were peaceful, quiet, relaxing and fun"

"Peaceful and calming memories"

"Missing it already"

"Experiences that will last a lifetime"

"A slice of heaven on earth"

"Wonderful, relaxing place to be"

Select quotes from #5 (cont.)

"The beach always exceeds my expectations"

"Enjoyed the peace and quiet"

"Great Southern hospitality"

"Sad to be leaving... hope to return soon"

"A great place to just walk on the small town streets and enjoy a wonderful sunrise and sunset"

"I wish I could win the lottery so I could move here permanently"

"It's so sad leaving such a beautiful place and going back to the real world"

"What a treasure to have the simple life"

"Best vacation imaginable"

"Most beautiful and relaxing place in the world"

"It's close to Myrtle Beach if you want excitement, and far enough away to enjoy peace and quiet"

"It's a tradition for our family"

"What a great place to relax with family and friends"

"One of the most relaxing strands of beach I have ever been to"

"Blue skies, cool breezes, warm water and soothing times"

Select quotes from #5 (cont.)

"Piece of paradise"

"Peaceful solitude"

"Wonderful family memories"

"This is where you come to find yourself"

"I plan to continue bringing my family as long as I can"

"A great time together with our family – this was our 18th year here, and we hope to have 18 more"

"Feels like home"

"The most peaceful and relaxing place I have ever spent time"

"My favorite place in the world"

"I wish I never had to leave"

"Close to heaven"

"The best place in the world to vacation"

"I love it more each time I visit"

"A few days in paradise"

"Rested, relaxed, refreshed, renewed, restored, revitalized, reinvigorated"

Select quotes from #5 (cont.)

"Enjoy the beauty, relax, enjoy your family, enjoy, enjoy, relax"

"Do nothing but enjoy the beach and the food"

"Delightful place to visit"

"We come back every year and look forward to each visit"

"Always love the non-commercialism and fairly low crowds"

"Love the south"

"Great beaches and great people"

"Beautiful beaches, sunny days, good food"

"The highlight of my year – can't wait until next summer"

"Heaven on earth"

"Loved the beautiful beaches and friendly people"

"Hate to go home"

"Quiet laid-back community"

"Once again, the best week of the year for our family"

"As magical as ever"

Select quotes from #5 (cont.)

"There is nothing that compares to this special island"

"We try to hold on to a piece of it as long as we can"

"Already looking forward to next year"

"Thank you for letting us share your special corner of the world"

"Don't let anyone else in until I get back"

"Unspoiled by commercialization, yet amenities are within driving distance, if you choose"

"A lovely spot... please don't change it"

"Eagerly anticipating our return"

"The solitude and natural beauty left me rejuvenated and somewhat ready to return to the world"

"Just sitting on the beach is my favorite activity"

"Something for everyone"

"Quiet, but close to all the attractions"

"Our family always has a wonderful and relaxing time"

"Heaven at the beach for families who want a quiet family vacation"

"I already miss it here, and we don't leave until tomorrow"

Select quotes from #5 (cont.)

"I am always astounded at the pristine natural beauty and genuine Southern hospitality"

"See you again next year"

"Had a wonderful, restful time"

"There is no place like it"

"Great beaches, great weather, great family vacation"

"Please continue to try to not let it get tacky"

"A lovely place to be, historical and out of the way without the loud commercial atmosphere"

"Thank you for preserving this little slice of heaven"

"The most beautiful place on earth"

"Make every day last as long as possible"

"Such a sacred place where you reconnect with your family and God"

"We had a blast doing nothing but hanging out and exploring the beach every day"

"Our vacation spot for 40 years – I wouldn't change a thing"

"Thanks, I needed that"

"A secret jewel"

Select quotes from #5 (cont.)

"Wonderful, beautiful, peaceful piece of heaven"

"Wish I could retire down here in a few years"

"Hate to leave such a relaxing place for the bustle of the city"

"See you next year"

"Had a perfect week relaxing in the sun and surf"

"We feel like we are coming 'home' each year when we arrive back at our house on Pawley's Island"

"I'll be back"

"Wish this was a one-way trip"

"Loved the pace... and the peace"

"I love this sweet little town with good restaurants and antique shops"

"Look forward to renting the same house near the beach next year"

"Thanks for keeping it simple, affordable and accessible"

"Best beach vacation anywhere"

"Was good to have the family together all in one location"

"It would not be the same without looking forward to our week at Pawley's Island each year"

6. If you were trying to get your best friend to join you on your next vacation to Georgetown County, what is the one thing you would tell him/her?

Types of responses in order of popularity:

1. It's beautiful, with an uncrowded, natural beach
2. The atmosphere is laid back – great for relaxing
3. There are lots of great places to eat and drink
4. There is so much to do – if you want to do anything at all
5. We can play golf on some great courses
6. It's great for families
7. Tied: it's affordable, we can go shopping
8. Tied: enjoy the Southern hospitality, the accommodations are nice
9. It's not Myrtle Beach
10. It's safe, clean
11. The weather is perfect
12. There is great history and areas to explore
13. Tied: it's convenient, we can go fishing
14. There is night-time entertainment

Select quotes from #6

"Southern hospitality can't be beat"

"The beach is wonderful"

"Great places to explore"

"So relaxing, yet plenty to do and see"

"Best golf getaway"

"It's great to relax, play and stay"

"Once you've been there, you will want to come again"

"The beaches aren't crowded, and the food is great"

"We can relax on the beach away from the crowds"

"Beautiful beaches, fine dining, good shopping and history, too"

"You can't beat this place for the cost and the things to do"

"Slow down and enjoy the laid back life"

"You can really relax"

"The beaches are great – not at all like Myrtle Beach nastiness"

"If you go, you won't want to leave – you'll look forward to getting back"

Select quotes from #6 (cont.)

"Less crowds, but still close to all the excitement"

"You will not be disappointed"

"You'll fall in love with it there"

"Let's get away from all the hustle and enjoy the sounds of the ocean"

"It'll be fun"

"Beaches, fine dining, no decisions – what more could you want?"

"I will always cherish these unique memories and hope they provide inspiration for someone else"

"Trust me – this will be a wonderful, restful vacation"

"Better than Myrtle Beach – more laid back and awesome restaurants"

"You will be in a great place to do lots of things, but it's also the best place to do nothing"

"You have to experience it to believe the sincerity of the community"

"Beautiful, quiet, old-fashioned beach"

"There's plenty to do at a great price"

"Wonderful quiet and seclusion... rest... beauty"

"There's nothing not to like"

Select quotes from #6 (cont.)

"No stress – just relaxation"

"Best rest I ever had"

"Good value, friendly people"

"Come and relax with us"

"The area is beautiful and not crowded"

"You will love walking on the beaches"

"You should see the view"

"Just this side of heaven"

"It is peaceful, beautiful, relaxing, engaging, all absorbing"

"No crowds"

"It's paradise"

"It's peaceful"

"Enjoy the best"

"There is not another place like Pawley's Island for family time and fun"

"You don't have to wear shoes here"

Select quotes from #6 (cont.)

"Trust me – you won't be disappointed"

"The beach all day until sunset is the best"

"It is the best time you will ever have"

"The best place in the world"

"You won't want to leave"

"Best vacation in a long time"

"You can read to the sound of the surf"

"We'll relax, breathe the sea air and come back refreshed"

"The beaches are prettier than Florida or any others I've seen"

"There is history, good food and relaxing atmosphere – especially in the off season"

"There's G-O-L-F!"

"It's a place to bring family and friends and build lots of wonderful memories that last a lifetime"

"It's not like Myrtle Beach!"

"There are aspects of this area for every part of your being"

"You will feel like a new person"

Select quotes from #6 (cont.)

"You will get the quiet and relaxation you really need"

"This is heaven"

"You will want to return every year"

"If you like casual laid back days and nights on the beach, this is the place"

"It's like being on a desert isle"

"There are screened porches, seafood, wine and the sound of the ocean"

"It is not crowded and commercialized"

"This is not Myrtle Beach, but it is close enough if you want to visit"

"You will leave completely relaxed and rejuvenated"

"We spend our entire day on the beach and listening to the ocean through the night"

"Good fun – without stress"

"Peace and quiet"

"There is plenty for everyone to enjoy"

"It's quiet if you want it to be"

"It's so relaxing"

Select quotes from #6 (cont.)

"Trust me – you'll love it"

"The area has something for everyone"

"The beaches and shopping are better here"

"We will rest and relax, eat good food, sit on the beach and shop – what more could you want?"

"You'll love the laid-back atmosphere with exciting attractions nearby"

"We are so relaxed there, and everyone is so friendly"

"Come to paradise"

"The only place in the country you can truly love your cares behind and let the magic envelop you"

"The beach is beautiful and clean"

"Bring a good book"

"Come for the peaceful setting, beautiful beaches and chance to find relief from day-to-day stresses"

"It's a beautiful area away from the tourist traps"

"The growth is controlled"

"We just land and do nothing"

"You will love the peace, quiet and beauty"

Select quotes from #6 (cont.)

"You'll feel relaxed and rejuvenated"

"It is so peaceful"

"It's not like the Grand Strand"

"Rest and relaxation – and you need both"

"Not at all like Myrtle Beach"

"The scenery is magnificent"

"The beaches are fantastic – bring your chair, your cooler and a good book"

"There is nothing you won't like"

"There's no place like Pawley's"

"You can do anything you want, or nothing at all"

"It's a little piece of heaven we like to share"

"We love the convenience and laidback-ness"

"It's like going to the beach when you were a kid"

"There's no better beach than Pawley's"

"Good restaurants, nice beaches and loads of fun"

Select quotes from #6 (cont.)

"Peace, quiet and very few people"

"Everything about this place is special"

"You've never seen beaches and scenery like this"

"Don't tell anybody else – I don't want it to turn into Myrtle Beach"

"Split a house rental with me, and you will be hooked"

"I'll give you three strokes a side"

"Come see what you have missed – true Southern spirit"

"A good time like you can only find in South Carolina"

"It's quiet, family oriented and laid back – just what you need to get away"

"It's very inexpensive"

"It will be a wonderful, relaxing, laid-back, true beach-front vacation"

"There is no need to bring anything but comfortable clothing and beach wear"

1. Which of these attributes are important to you in your daily life?

(rank each on a scale of 1-5: 1 = essential; 5 = not at all)

	Average
Being comfortable and at ease	1.71
Making memories	1.95
Looking good and feeling confident about my personal appearance	2.51
Professional success	2.66
Work hard / play hard	2.68
Saving money	2.25
Spending time with friends / family	1.63
Staying physically fit	2.35
Taking care of my family	1.48

2. Are you male or female?

Male	33.2%
Female	66.8%

3. What is your age?

Under 18	0%
18-34	4.1%
35-49	24.1%
50-64	52.4%
65+	19.4%

4. How many children are in your household?

0	63.8%
1-2	25.6%
3+	10.6%

5. What are the age groups of our children who currently live at home? (select all that apply)

Infant/toddler	14.4%
Elementary school	28.8%
Middle school	20.0%
High school	32%
College	40%
College graduate	10.4%

6. Do you have any grandchildren?

Yes	47.9%
No	52.1%

7. What are the ages of your grandchildren?

Infant/toddler	54.9%
Elementary school	67.9%
Middle school	35.2%
High school	30.2%
College +	18.5%

8. Do you ever vacation with your grandchildren?

Yes	83.3%
No	16.7%

9. What is your household income?

<\$25,000	1.5%
\$25,000-\$49,999	5.1%
\$50,000-\$74,999	14.1%
\$75,000-\$99,999	16.5%
\$100,000-\$149,999	15.9%
>\$150,000	11.7%
Prefer not to answer	35.1%

10. In what state do you live?

Alabama	1	Iowa	0	New Jersey	6	Utah	0
Alaska	0	Kansas	0	New Mexico	0	Vermont	3
Arizona	1	Kentucky	16	New York	6	Virginia	17
Arkansas	1	Louisiana	0	North Carolina	49	Washington	1
California	2	Maine	0	North Dakota	0	West Virginia	5
Colorado	2	Maryland	4	Ohio	13	Wisconsin	4
Connecticut	3	Massachusetts	9	Oklahoma	1	Wyoming	0
Delaware	1	Michigan	3	Oregon	0		
DC	0	Minnesota	1	Pennsylvania	8	SC, NC, GA	52%
Florida	4	Mississippi	1	Puerto Rico	0	VA, TN, KY	19%
Georgia	29	Missouri	2	Rhode Island	3	WV, OH, DC, MD, DE, PA, NJ, NY	13%
Hawaii	0	Montana	0	South Carolina	96		
Idaho	0	Nebraska	0	South Dakota	0	RI, MA, VT	5%
Illinois	5	Nevada	1	Tennessee	30	WI, IL, MI, IN	5%
Indiana	5	New Hampshire	0	Texas	2	FL, AL, MS, LA, AR	2%