

2008 MOTORCYCLE RALLY SURVEY RESULTS



Business Category
 Lodging—19.2%
 Non-Tourism—14.4%
 Retail—13.1%
 Restaurant—6.3%
 Golf—4.1%
 Amusement—2.5%
 Other—40.4%

Business Location
 Myrtle Beach—63.8%
 Murrells Inlet—7.4%
 North Myrtle Beach—6.9%
 Surfside Beach—6.0%
 Conway—4.0%
 Garden City Beach—1.8%
 Pawleys Island—1.8%
 Aynor—0.2%
 Little River—0.2%
 Other—7.8%

Overall, how would you rate your business in the month of May as compared to other months throughout the year.

Average—32.3%
 Above average—23.0%
 Below average—17.6%
 Excellent—14.2%
 Very poor—12.9%

How would you rate the overall level of business for the entire Grand Strand business community in the month of May as compared to other months throughout the year.

Above average—29.4%
 Below average—26.9%
 Average—24.9%
 Excellent—10.6%
 Very poor—8.1%

If your business has been open for five or more years, please compare your overall level of business during the month of May as compared to the level of business five or more years ago.

About the same—28.2%
 Much worse—15.8%
 Better—14.9%
 Slightly worse—11.5%
 Much better—11.3%
 Does not apply—18.3%

What is your overall impression of the following motorcycle rallies.

	Favorable	Neutral	Unfavorable
May Harley-Davidson Rally	49.4%	14.7%	35.9%
Memorial Day Bikefest	13.9%	13.4%	72.7%
Fall Motorcycle Rally	49.6%	25.4%	25.0%
Overall view of these motorcycle rallies	41.1%	12.3%	46.6%

While we recognize that each individual event may be ranked differently, we would like a ranking of all the motorcycle rallies combined. While reading each statement, please base your opinion on all of the motorcycle rallies. If you cannot rank all events as requested, select Neutral.

	Agree	Neutral	Disagree
Motorcycle rallies are not consistent with the “family image” of the Myrtle Beach area.	57.9%	18.5%	23.6%
Motorcycle rallies attract an important source of revenue that our tourism industry needs.	50.2%	17.9%	31.9%
Revenue from motorcycle rallies can be replaced with revenue from other tourists, Conventions, events, etc.	50.7%	13.2%	36.2%
Motorcycle rallies are good for some businesses and not good for other businesses.	74.8%	14.9%	10.2%
Motorcycle rallies create too many traffic & noise problems.	58.7%	18.3%	23.0%
The criticism over motorcycle rallies is overstated and shortsighted.	37.9%	13.6%	48.6%
The state should enact a helmet law for all motorcycle riders.	65.3%	19.2%	15.4%
Motorcycle rallies create an unnecessary burden on law enforcement.	60.4%	17.4%	22.3%
We should welcome the motorcycle rallies because attendees visit throughout the rest of the year.	38.8%	20.5%	40.8%

For your business, do you believe the May bike weeks and related events are:

Very poor for my business—29.9%
 Average for my business—26.8%
 Below average for my business—16.6%
 Excellent for my business—15.0%
 Above average for my business—11.8%

For the Grand Strand business community, do you believe the May bike weeks and related events are:

Above average for Grand Strand business—23.6%
 Below average for Grand Strand business—22.2%
 Very poor for Grand Strand business—21.3%
 Average for Grand Strand business—16.2%
 Excellent for Grand Strand business—16.0%

Do you believe the evolution of May into “Motorcycle Month” creates a “reputational risk” for the Grand Strand that limits our ability to attract families & other tourists during other times of the year?

Yes—52.0%
 No—42.4%
 No Opinion—5.6%

Which one of these statements best describes the way you feel about bike weeks:

Eliminate bike weeks even if it reduces the overall level of business in May—39.7%
 Work to schedule bike weeks during other times of the year when we need visitors—23.8%
 Grin & Bear It—these events bring much needed business to our community—20.4%
 No Change Necessary—these are good events that we are fortunate to have in our community—16.1%

The City of Myrtle Beach has indicated its intentions to curtail the motorcycle rallies & they have requested the support of other local governments. If they are successful & the motorcycle rallies are eliminated, please indicate below your level of concern with replacing the lost revenues.

Not at all concerned—30.9%
 Extremely concerned—27.3%
 Moderately concerned—16.7%
 Very concerned—13.8%
 Slightly concerned—9.3%
 Undecided—2.0%

Are you concerned about the problems experienced during “Seniors Weeks”, the unofficial gathering of high school seniors during early June?

No—53.1%
 Yes—32.7%
 Undecided—14.2%

Do you think local public officials should work to eliminate or curtail “Seniors Week” gatherings?

No—53.0%
 Yes—23.4%
 Undecided—23.6%

This report contains a detailed statistical analysis of the results to the survey titled “2008 Motorcycle Rally Survey”. The results analysis includes answers from all respondents who took the survey in the 17 day period from Friday, June 27, 2008 to Monday, July 14, 2008.