

# America's Most Wanted Beaches: Where Each State Dreams of Going (Based on Search Data)

If you're lucky enough to live near a beach but still daydream about that perfect stretch of sand hundreds of miles away, plenty are in the same boat. To discover which out-of-state seaside spots captivate America the most, PrivacyJournal dove deep into 2025 beach-related search behavior across all 50 states.

We focused our search on more than 100 popular U.S. beaches and keywords related to them (hotels, activities, etc.). We then analyzed the data to find out which beach gets the highest number of searches in each state, not counting the state's own beaches.

From celebrated golden havens to the surprising coastal crushes that could make you rethink your next vacation, our findings reveal the beaches with the highest number of searches in each state.

## | Key Findings

- **Myrtle Beach Comes in First:** South Carolina's Myrtle Beach sits at the top of the ranking, the 60-mile stretch of Atlantic coastline emerging as America's most searched-for beach destination.
- **Florida in Second Place:** Despite often being considered America's premier beach destination, only one Florida beach makes the top five with half as many states searching for it as for Myrtle Beach.
- **Southeastern Shores Swipe Top Spots:** Four of the top five most-searched beaches are located in the Southeastern region (South Carolina, Florida, Virginia and Alabama). The region's warm climate and family-friendly attractions resonate nationwide.
- **Oregon Is a West Coast Standout:** Oregon's Cannon Beach breaks into the top five with four states captivated by its dramatic coastline. This represents the strongest showing for any West Coast destination.
- **Geographic Patterns:** Many states search for beaches that aren't too far to travel to. However, there are exceptions, with states like California and Oregon looking up beaches on the other side of the country.



## Results: The Most Searched-for Seaside Spots

States	Beaches
Alabama	Panama City Beach
Alaska	Waikiki Beach
Arizona	Cannon Beach
Arkansas	Orange Beach
California	Virginia Beach
Colorado	Myrtle Beach
Connecticut	Myrtle Beach

Delaware	Virginia Beach
Florida	Orange Beach
Georgia	Myrtle Beach
Hawaii	Cannon Beach
Idaho	Cannon Beach
Illinois	Clearwater Beach
Indiana	Clearwater Beach

Iowa	Clearwater Beach
Kansas	Clearwater Beach
Kentucky	Myrtle Beach
Louisiana	Orange Beach
Maine	Myrtle Beach
Maryland	Virginia Beach
Massachusetts	Myrtle Beach
Michigan	Myrtle Beach
Minnesota	Clearwater Beach
Mississippi	Orange Beach
Missouri	Myrtle Beach
Montana	Cannon Beach
Nebraska	Clearwater Beach
Nevada	Huntington Beach
New Hampshire	Myrtle Beach
New Jersey	Virginia Beach
New Mexico	Myrtle Beach
New York	Virginia Beach

North Carolina	Virginia Beach
North Dakota	Clearwater Beach
Ohio	Myrtle Beach
Oklahoma	Myrtle Beach
Oregon	Rockaway Beach
Pennsylvania	Rehoboth Beach
Rhode Island	Myrtle Beach
South Carolina	Virginia Beach
South Dakota	Clearwater Beach
Tennessee	Myrtle Beach
Texas	Clearwater Beach
Utah	Cannon Beach
Vermont	Myrtle Beach
Virginia	Myrtle Beach
Washington	Cannon Beach
West Virginia	Virginia Beach
Wisconsin	Myrtle Beach
Wyoming	Myrtle Beach

Beach	Number of States
Myrtle Beach, SC	18
Clearwater Beach, FL	9
Virginia Beach, VA	8
Cannon Beach, OR	6
Orange Beach, AL	4
Panama City Beach, FL	1
Waikiki Beach, HI	1
Huntington Beach, CA	1
Rockaway Beach, NY	1
Rehoboth Beach, DE	1



## | The Top 5 Beach Destinations With the Most Searches

### Myrtle Beach, South Carolina - 18 States

Myrtle Beach takes the crown as America's most searched-for out-of-state beach destination, and it's easy to see why many are curious about it or dream of visiting.

This 60-mile stretch of pristine Atlantic coastline offers something for everyone, from the iconic Myrtle Beach Boardwalk with its amusement rides and carnival games to championship golf courses that attract players from across the country.

The destination's appeal extends far beyond its beaches. Visitors can explore Broadway at the Beach, an entertainment complex featuring restaurants, shops and attractions, or catch a show at one of the area's many live performance venues. The region's dining scene ranges from classic seafood shacks serving fresh catches to upscale restaurants offering innovative coastal cuisine.

Of note, Northeastern states Maine, Connecticut, New Hampshire, Massachusetts, Rhode Island and Vermont show particular interest in Myrtle Beach.

**Fun fact:** Myrtle Beach is home to the SkyWheel, a 187-foot tall Ferris wheel on the oceanfront, offering stunning views of the coastline, especially at sunset and night when it's lit up.





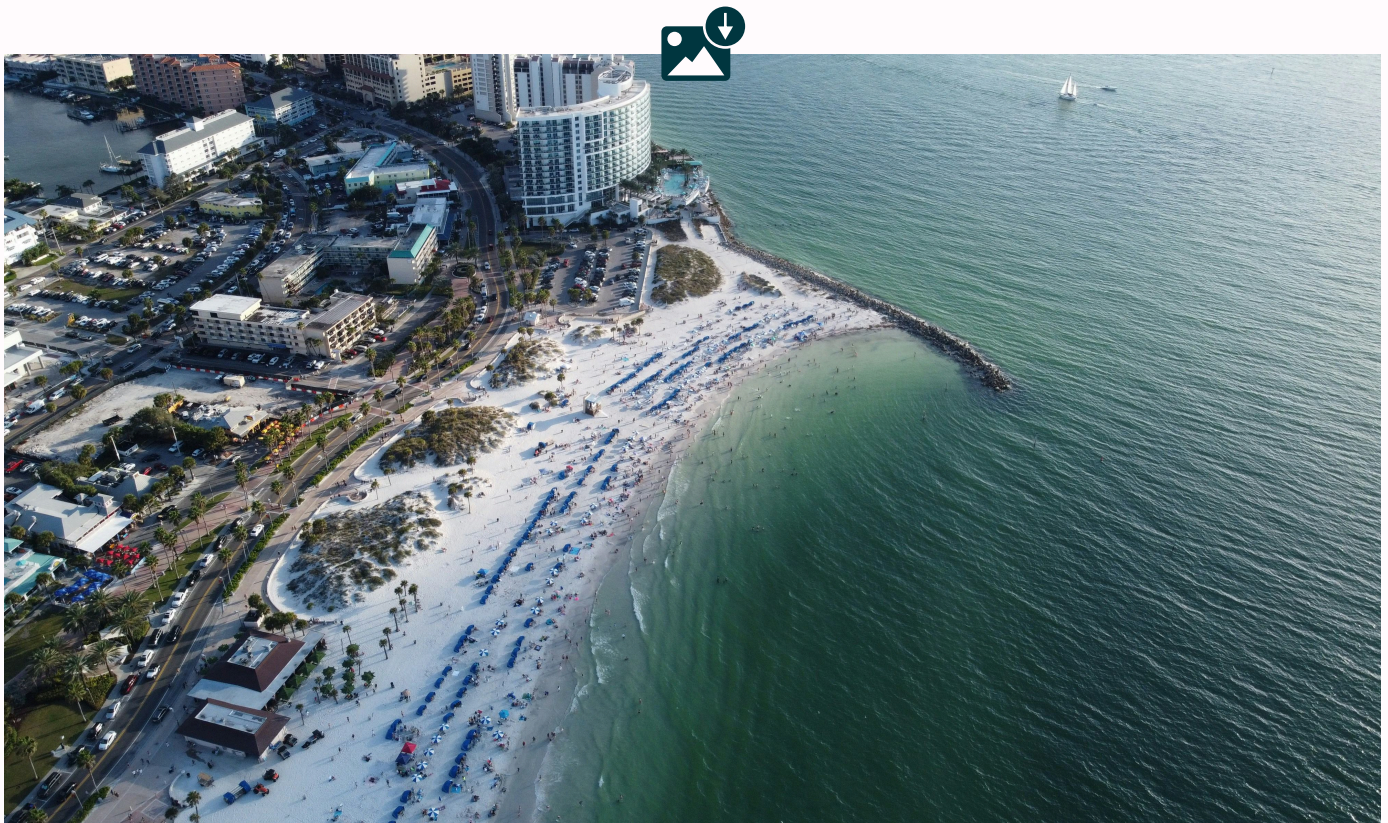
## Clearwater Beach, Florida - 9 States

This Gulf Coast gem boasts pristine white sand beaches and crystal-clear turquoise waters that remain calm and family-friendly year-round. The area's crown jewel is its spectacular sunset celebrations at Pier 60, where street performers, artists and musicians create a festive atmosphere every evening as the sun dips below the horizon. The beach's wide, flat shoreline makes it perfect for beach volleyball, sandcastle building and long leisurely walks.

Beyond its natural beauty, Clearwater Beach offers world-class attractions that set it apart from other destinations. The Clearwater Marine Aquarium, famous for Winter the dolphin from the "Dolphin Tale" movies, provides an educational and inspiring experience for visitors of all ages.

Among the states searching for Clearwater Beach include eight in the Midwest: Illinois, Indiana, Iowa, Kansas, Minnesota, Nebraska, North Dakota and South Dakota. Texas brings the total to nine.

**Fun fact:** Clearwater Beach's sand is so fine and white because it's made up of 99% pure quartz crystal, and the city actually imports additional sand from the Appalachian Mountains to maintain its pristine appearance.





## Virginia Beach, Virginia - 8 States

Virginia Beach combines resort-town excitement with rich American history, creating a unique beach destination that appeals to diverse interests. The famous Virginia Beach Boardwalk stretches for three miles along the oceanfront, lined with hotels, restaurants and shops, while the beach itself offers excellent surfing conditions and hosts numerous festivals throughout the summer months.

The area's military heritage adds an educational dimension to beach vacations, with attractions like the Military Aviation Museum and First Landing State Park. Visitors can also explore the Back Bay National Wildlife Refuge, go whale watching from Virginia Beach, or venture into the nearby Great Dismal Swamp.

The culinary scene reflects the area's coastal location and military diversity, featuring everything from traditional Chesapeake Bay seafood to international cuisines. The Neptune Festival, held annually in September, showcases local arts, crafts and culture.

Though several nearby states, including Maryland, West Virginia and North Carolina, search for Virginia Beach, those at the other end of the country in California are also intrigued.

**Fun fact:** Virginia Beach is home to the East Coast Surfing Championships, the largest surfing competition on the East Coast, which has been held annually since 1963.



## Cannon Beach, Oregon - 6 States

Cannon Beach offers a dramatically different beach experience from its warm-weather counterparts, showcasing the rugged beauty of the Pacific Northwest coastline.

The beach is famous for Haystack Rock, a 235-foot-tall sea stack that serves as both a stunning backdrop for photos and a rich ecosystem for marine life exploration during low tide. The area's artistic community has created a vibrant cultural scene, with numerous galleries, studios and the annual Sandcastle Contest that draws participants from around the world.

The destination appeals to visitors seeking a more contemplative beach experience, offering opportunities for storm watching, tide pooling and exploring the diverse coastal ecosystem. The nearby Ecola State Park provides hiking trails with spectacular ocean views, and the area's commitment to environmental preservation ensures that its natural beauty remains unspoiled.

A cluster of Mountain states in close proximity to Oregon -- Arizona, Idaho, Utah and Montana -- are among the six states curious about Cannon Beach along with Washington and Hawaii.

**Fun fact:** Cannon Beach got its name from a cannon that washed ashore in 1846 from the schooner Shark, which had wrecked near the mouth of the Columbia River.





## Orange Beach, Alabama - 4 States

Orange Beach represents the Gulf Coast at its finest, offering pure white sand beaches and crystal-clear waters that rival any Caribbean destination. This charming coastal community has evolved from a small fishing village into a premier beach destination while maintaining its laid-back, authentic atmosphere. The area is renowned for its fishing opportunities, from deep-sea charters targeting marlin and tuna to inshore fishing for redfish and speckled trout.

The beach's appeal extends to its dining scene, which celebrates the Gulf's abundant seafood harvest. Famous specialties include fresh Gulf shrimp, oysters, and fish prepared in countless ways, from casual beachside eateries to upscale waterfront restaurants. Adventure seekers can explore Gulf State Park, which offers hiking trails, fishing piers, and camping opportunities.

Representing the Deep South and following the pattern of searching for beaches close to home, Mississippi and Louisiana make up two of the states with an interest in Orange Beach. They are joined by nearby Florida and Arkansas.

**Fun fact:** Orange Beach was named for the orange groves that once covered the area, and you can still find wild orange trees scattered throughout the region.



## | Other Beaches That Made the Top 10

Though they didn't make the top five, some beaches made it into the top 10 with one state. These are:

- **Panama City Beach, Florida:** This emerald coast destination offers sugar-white sand beaches and emerald-green waters that create a tropical paradise in the Florida Panhandle. This beach has the highest search volume in Alabama.
- **Waikiki Beach, Hawaii:** Captivating those in Alaska, Waikiki represents the classic Hawaiian beach experience with its iconic Diamond Head backdrop, perfect surfing conditions and vibrant culture.
- **Huntington Beach, California:** Known as "Surf City USA," this Southern California destination intrigues Nevada residents with its perfect waves, beach volleyball culture and iconic pier.
- **Rockaway Beach, New York:** This Queens peninsula offers a unique urban beach experience that apparently captivates Oregon residents. With its boardwalk, food vendors and easy subway access from Manhattan, Rockaway Beach provides a distinctly New York coastal experience.
- **Rehoboth Beach, Delaware:** Known as "The Nation's Summer Capital," this charming Delaware destination offers a more refined, family-oriented beach experience. Rehoboth Beach is Pennsylvania's most searched for out-of-state beach.

## | Methodology & Sources

This comprehensive analysis was conducted using search volume data from 2025, examining over 100 popular U.S. beaches and related travel terms. The research methodology focused on commonly searched keywords including specific beach names, "hotels [Beach Name]," "things to do at [Beach Name]" and other travel-related search terms that indicate genuine travel interest and planning behavior.

For each state, beaches located within that state's borders were excluded from the analysis to focus specifically on out-of-state destinations that residents were actively researching.

## | CEO Commentary

*"What's fascinating is that even when Americans search beyond their home state for beach destinations, they still prioritize accessibility, with most states gravitating toward beaches within reasonable driving or flying distance. This suggests that while travelers crave new experiences, travel time and cost are still key considerations."*

Mauricio Preuss, PrivacyJournal CEO

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