

# Economic Indicators

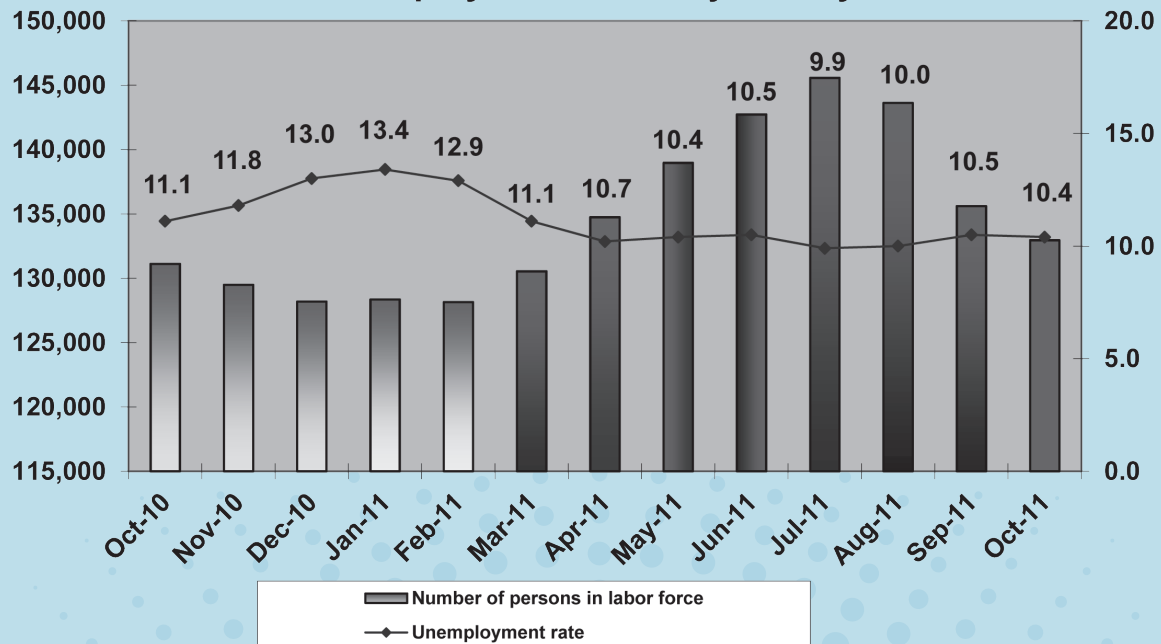
## RESIDENTIAL CONSTRUCTION PERMITS SEPTEMBER 2011

| LOCATION                 | Myrtle Beach | Unincorporated | North Myrtle Beach | Surfside Beach | Georgetown County |
|--------------------------|--------------|----------------|--------------------|----------------|-------------------|
| Single Family Units      | 21           | 76             | 10                 | 6              | 10                |
| Single Family Units Cost | \$5,140,775  | \$10,972,140   | \$1,803,7375       | \$1,615,920    | \$2,121,129       |
| Multi-Family Bldgs.      | 1            | 0              | 1                  | 0              | 0                 |
| Multi-Family Units       | 6            | 0              | 5                  | 0              | 0                 |
| Multi-Family Bldgs. Cost | \$580,305    | \$0            | \$923,384          | \$0            | \$0               |

## RESIDENTIAL CONSTRUCTION PERMITS SEPTEMBER 2010

| LOCATION                 | Myrtle Beach | Unincorporated | North Myrtle Beach | Surfside Beach | Georgetown County |
|--------------------------|--------------|----------------|--------------------|----------------|-------------------|
| Single Family Units      | 5            | 53             | 9                  | 0              | 9                 |
| Single Family Units Cost | \$982,302    | \$7,254,756    | \$2,327,854        | \$0            | \$2,182,446       |
| Multi-Family Bldgs.      | 0            | 0              | 0                  | 0              | 0                 |
| Multi-Family Units       | 0            | 0              | 0                  | 0              | 0                 |
| Multi-Family Bldgs. Cost | \$0          | \$0            | \$0                | \$0            | \$0               |

## Employment for Horry County



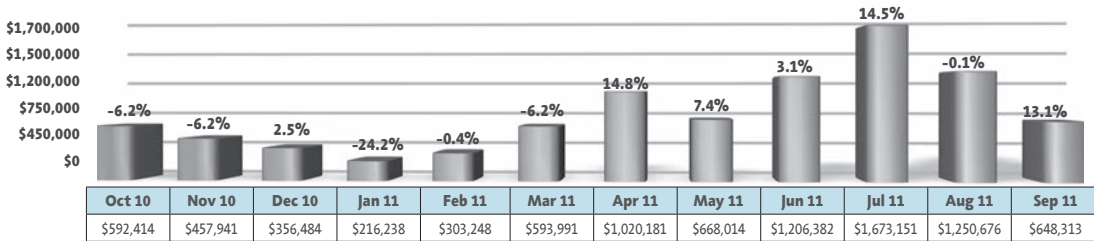
## ADDITIONAL ECONOMIC INDICATORS

Monthly statistics for the following economic indicators can be found in the CVB Insider special section of the Grand Strander:

Accommodations Tax Collections • Admissions Tax • Airport Activity • Gross Retail Sales

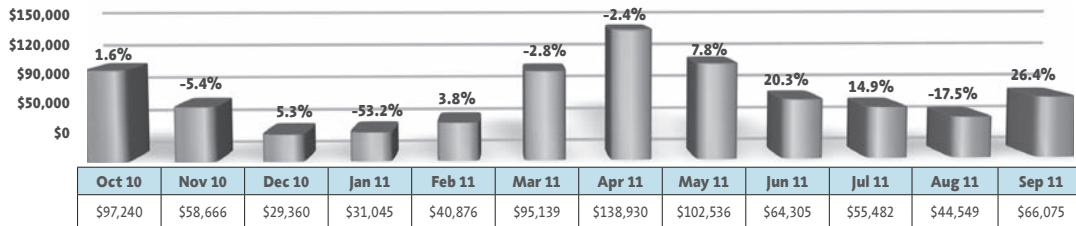
Sources: Bureau of the Census, S.C. Employment Commission

### HORRY COUNTY ADMISSIONS TAX

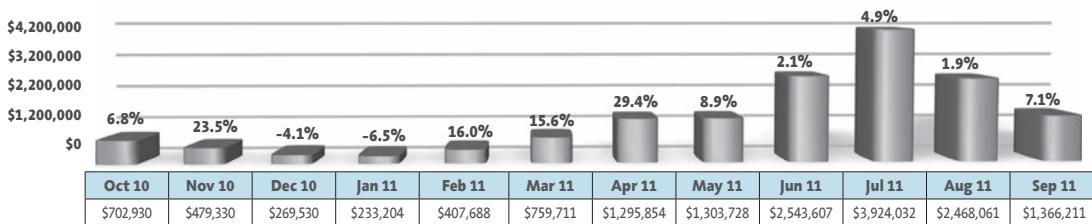


Percentages Shown Are Percent Change From Previous Year

### GEORGETOWN COUNTY ADMISSIONS TAX

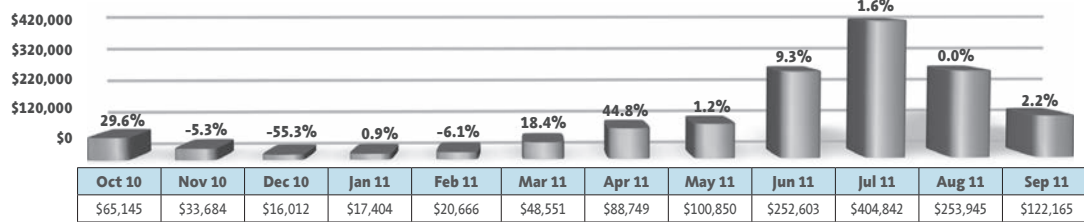


### HORRY COUNTY ACCOMMODATIONS TAX COLLECTION

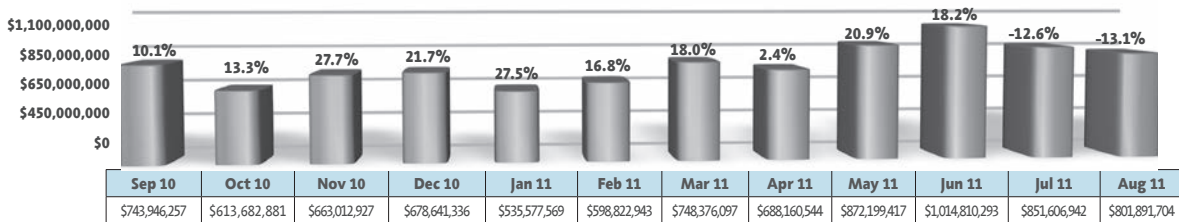


Percentages Shown Are Percent Change From Previous Year

### GEORGETOWN COUNTY ACCOMMODATIONS TAX COLLECTION

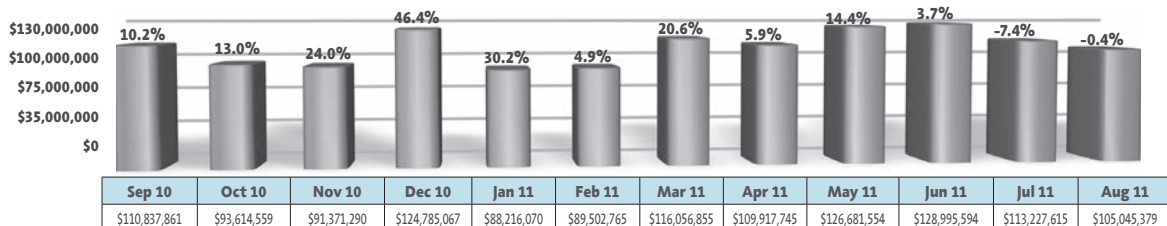


### HORRY COUNTY GROSS RETAIL SALES

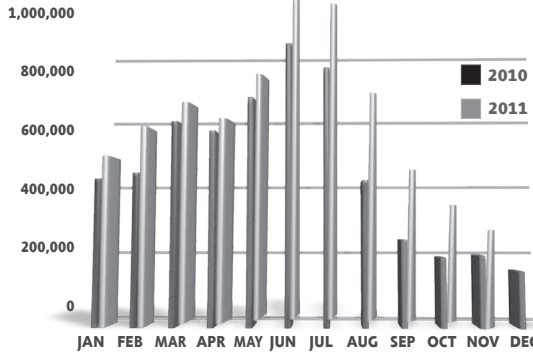


Percentages Shown Are Percent Change From Previous Year

### GEORGETOWN COUNTY GROSS RETAIL SALES



## UNIQUE User Sessions

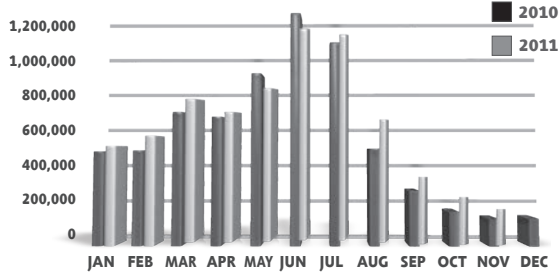


|                 | Jan     | Feb     | Mar     | Apr     | May     | Jun       |
|-----------------|---------|---------|---------|---------|---------|-----------|
| <b>% Change</b> | 15.49%  | 36.12%  | 14.47%  | 12.14%  | 10.13%  | 22.86%    |
| <b>2011</b>     | 480,220 | 587,796 | 662,043 | 617,618 | 754,977 | 1,009,894 |
| <b>2010</b>     | 415,802 | 431,835 | 578,336 | 550,749 | 685,511 | 821,977   |

|                 | Jul       | Aug     | Sep     | Oct     | Nov     | Dec     |
|-----------------|-----------|---------|---------|---------|---------|---------|
| <b>% Change</b> | 27.20%    | 70.14%  | 80.75%  | 89.83%  | 45.64%  |         |
| <b>2011</b>     | 1,003,473 | 697,852 | 439,696 | 369,014 | 290,808 |         |
| <b>2010</b>     | 788,918   | 410,160 | 243,260 | 194,389 | 199,672 | 155,994 |

## ADVERTISER Referrals



|                 | Jan     | Feb     | Mar     | Apr     | May     | Jun       |
|-----------------|---------|---------|---------|---------|---------|-----------|
| <b>% Change</b> | 5.99%   | 15.55%  | 13.99%  | 3.38%   | -8.34%  | -3.34%    |
| <b>2011</b>     | 512,349 | 564,459 | 782,796 | 685,224 | 812,265 | 1,198,706 |
| <b>2010</b>     | 483,403 | 488,516 | 686,713 | 662,818 | 886,126 | 1,240,128 |

|                 | Jul       | Aug     | Sep     | Oct     | Nov     | Dec     |
|-----------------|-----------|---------|---------|---------|---------|---------|
| <b>% Change</b> | 9.49%     | 25.99%  | 19.48%  | 25.42%  | 22.41%  |         |
| <b>2011</b>     | 1,146,291 | 627,023 | 337,084 | 219,519 | 169,846 |         |
| <b>2010</b>     | 1,046,900 | 497,678 | 282,127 | 175,033 | 138,756 | 140,746 |

## YEAR OVER YEAR YTD Referral Click % Change\*

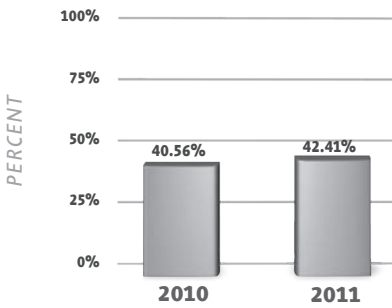
| Category       | % Change |
|----------------|----------|
| Lodging        | -4.12%   |
| Amusements     | +31.16%  |
| Theaters       | +10.74%  |
| Dining         | +9.12%   |
| Shopping       | +16.55%  |
| Watersports    | +4.07%   |
| Weddings       | -14.25%  |
| Golf           | -17.58%  |
| Add'l Services | +58.15%  |
| Fishing        | +17.01%  |

\*Jan. 1-Nov. 30, 2011

For more information, contact: [InternetMarketing@VisitMyrtleBeach.com](mailto:InternetMarketing@VisitMyrtleBeach.com)

## OCCUPANCY PERCENT PER ROOM WEEK\*

(Oct. 1, 2011 - Nov. 12, 2011)



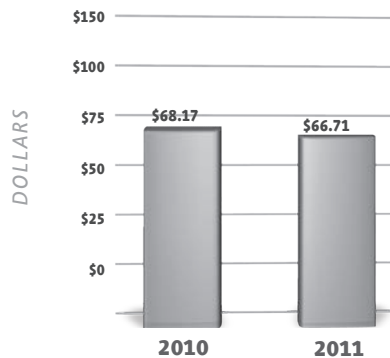
|             | Jan    | Feb    | Mar    | Apr    | May    | Jun    |
|-------------|--------|--------|--------|--------|--------|--------|
| <b>2011</b> | 18.52% | 31.54% | 44.45% | 57.42% | 49.13% | 73.70% |
| <b>2010</b> | 21.42% | 29.13% | 43.39% | 52.37% | 45.66% | 78.00% |
| <b>2009</b> | 23.00% | 34.50% | 40.42% | 53.39% | 44.27% | 68.90% |

|             | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    |
|-------------|--------|--------|--------|--------|--------|--------|
| <b>2011</b> | 87.89% | 73.26% | 58.64% | 45.21% |        |        |
| <b>2010</b> | 91.52% | 76.24% | 59.78% | 43.59% | 30.99% | 18.95% |
| <b>2009</b> | 84.59% | 76.81% | 55.62% | 42.18% | 30.91% | 22.77% |

## AVERAGE DAILY RATE PER ROOM WEEK\*

(Oct. 1, 2011 - Nov. 12, 2011)

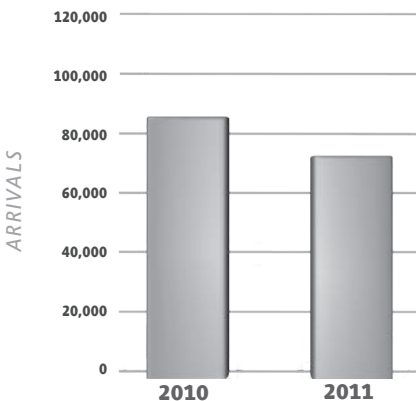


|             | Jan     | Feb     | Mar     | Apr     | May      | Jun      |
|-------------|---------|---------|---------|---------|----------|----------|
| <b>2011</b> | \$51.45 | \$53.52 | \$66.25 | \$86.02 | \$107.64 | \$127.76 |
| <b>2010</b> | \$45.99 | \$53.22 | \$69.93 | \$83.59 | \$96.18  | \$121.57 |
| <b>2009</b> | \$44.22 | \$51.74 | \$67.04 | \$87.33 | \$103.59 | \$129.30 |

|             | Jul      | Aug      | Sep     | Oct     | Nov     | Dec     |
|-------------|----------|----------|---------|---------|---------|---------|
| <b>2011</b> | \$159.94 | \$123.36 | \$84.51 | \$69.02 |         |         |
| <b>2010</b> | \$147.66 | \$120.95 | \$85.85 | \$71.02 | \$56.67 | \$54.46 |
| <b>2009</b> | \$141.53 | \$116.58 | \$80.96 | \$64.64 | \$53.87 | \$47.71 |

## OCTOBER AIRPORT ARRIVALS\*\*



|                 | 2010   | 2011   | Change  |
|-----------------|--------|--------|---------|
| <b>Arrivals</b> | 83,230 | 73,851 | -11.27% |

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\*\*Source: Horry County Department of Airports

## HELP US HELP YOU

Provide data to CCU

By sending in your weekly numbers, you will be providing valuable data that helps us to keep updated information. For more information, please contact Dr. Taylor Damonte, director of Clay Brittain, Jr. Center for Resort Tourism at Coastal Carolina University, [tdamonte@coastal.edu](mailto:tdamonte@coastal.edu).