

Economic Indicators

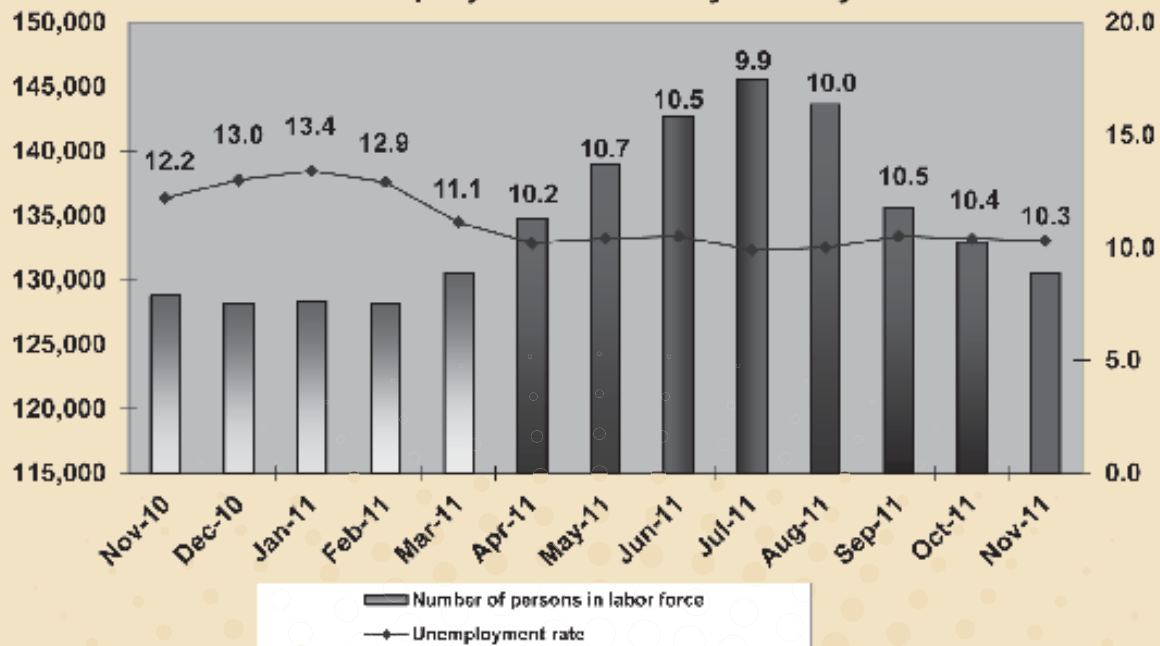
RESIDENTIAL CONSTRUCTION PERMITS OCTOBER 2011

LOCATION	Myrtle Beach	Unincorporated	North Myrtle Beach	Surfside Beach	Georgetown County
Single Family Units	9	105	13	0	9
Single Family Units Cost	\$2,177,020	\$10,722,481	\$3,731,051	\$0	\$1,936,431
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

RESIDENTIAL CONSTRUCTION PERMITS OCTOBER 2010

LOCATION	Myrtle Beach	Unincorporated	North Myrtle Beach	Surfside Beach	Georgetown County
Single Family Units	16	73	16	0	10
Single Family Units Cost	\$2,284,293	\$10,328,120	\$3,673,359	\$0	\$2,424,940
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



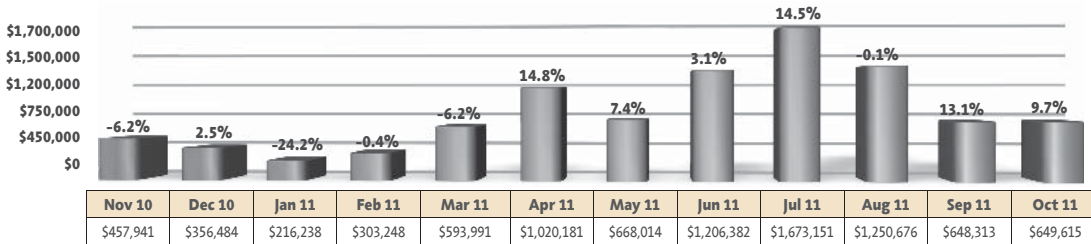
ADDITIONAL ECONOMIC INDICATORS

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

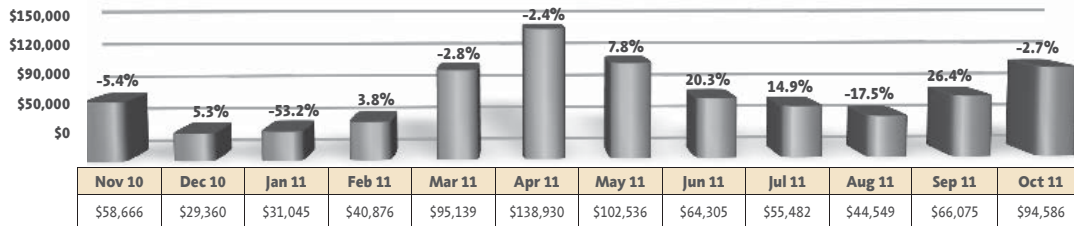
Sources: Bureau of the Census, S.C. Employment Commission

HORRY COUNTY ADMISSIONS TAX

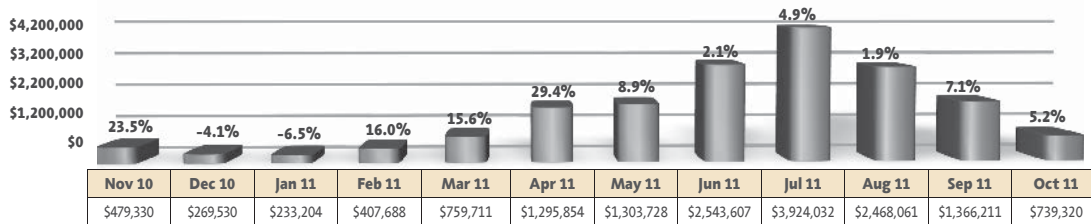


Percentages Shown Are Percent Change From Previous Year

GEORGETOWN COUNTY ADMISSIONS TAX

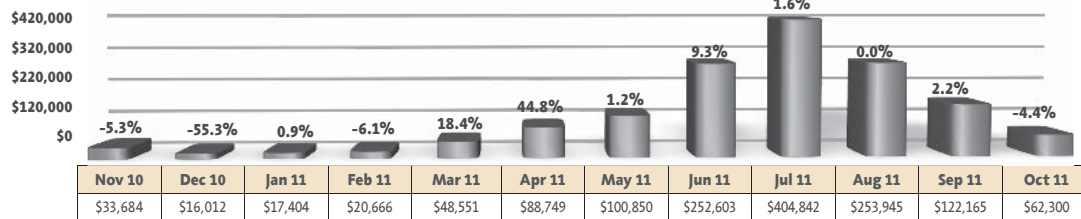


HORRY COUNTY ACCOMMODATIONS TAX COLLECTION

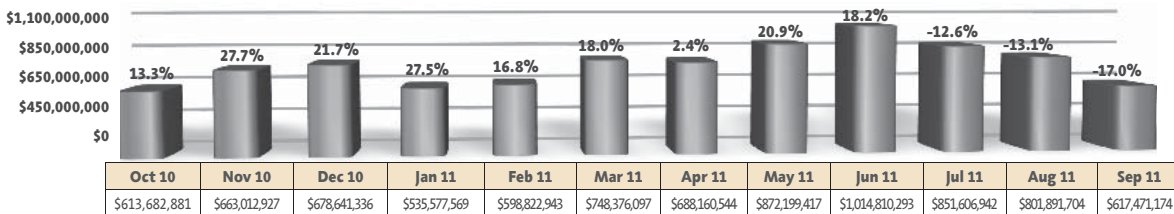


Percentages Shown Are Percent Change From Previous Year

GEORGETOWN COUNTY ACCOMMODATIONS TAX COLLECTION

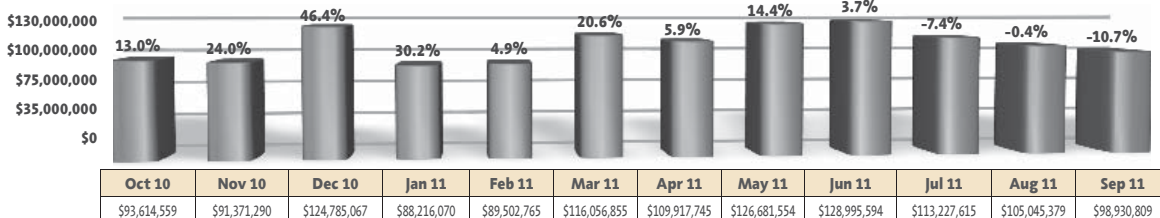


HORRY COUNTY GROSS RETAIL SALES

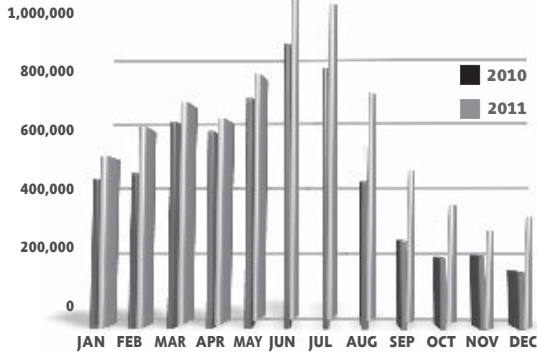


Percentages Shown Are Percent Change From Previous Year

GEORGETOWN COUNTY GROSS RETAIL SALES



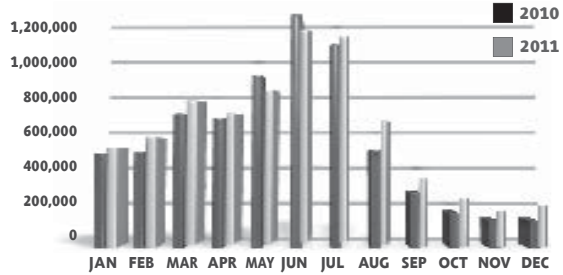
UNIQUE User Sessions



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

	Jul	Aug	Sep	Oct	Nov	Dec
% Change	27.20%	70.14%	80.75%	89.83%	45.64%	116.03%
2011	1,003,473	697,852	439,696	369,014	290,808	336,994
2010	788,918	410,160	243,260	194,389	199,672	155,994

ADVERTISER Referrals



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

	Jul	Aug	Sep	Oct	Nov	Dec
% Change	9.49%	25.99%	19.48%	25.42%	22.41%	41.55%
2011	1,146,291	627,023	337,084	219,592	169,846	199,230
2010	1,046,900	497,678	282,127	175,033	138,756	140,746

YEAR OVER YEAR YTD Referral Click % Change*

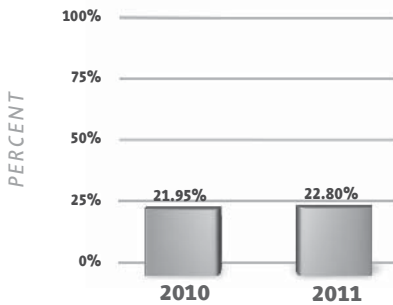
Category	% Change
Lodging	-3.55%
Amusements	+29.87%
Theaters	+11.81%
Dining	+9.94%
Shopping	+17.22%
Watersports	+4.12%
Weddings	-15.21%
Golf	-16.28%
Add'l Services	+56.18%
Fishing	+18.02%

*Jan. 1-Dec. 31, 2011

For more information, contact: InternetMarketing@VisitMyrtleBeach.com

OCCUPANCY PERCENT PER ROOM WEEK*

(Nov. 12, 2011 - Dec. 24, 2011)



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

	Jul	Aug	Sep	Oct	Nov	Dec
2011	87.89%	73.26%	58.64%	45.21%	30.42%	
2010	91.52%	76.24%	59.78%	71.18%	30.59%	18.95%
2009	84.59%	76.81%	55.62%	42.18%	30.91%	22.77%

AVERAGE DAILY RATE PER ROOM WEEK*

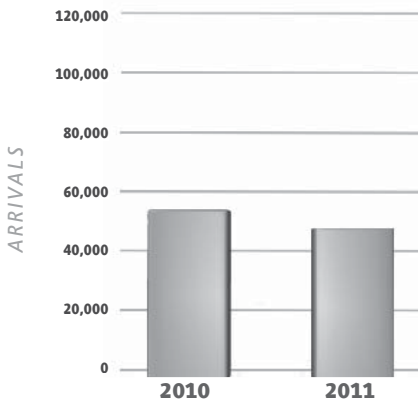
(Nov. 12, 2011 - Dec. 24, 2011)



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

	Jul	Aug	Sep	Oct	Nov	Dec
2011	\$159.94	\$123.36	\$84.51	\$69.02	\$60.51	
2010	\$147.66	\$120.95	\$85.85	\$71.02	\$60.66	\$54.46
2009	\$141.53	\$116.58	\$80.96	\$64.64	\$53.87	\$47.71

NOVEMBER AIRPORT ARRIVALS**



	2010	2011	Change
Arrivals	54,419	49,209	-9.57%

*Dr. Taylor Damonte, Director
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Coastal Carolina University
tdamonte@coastal.edu

**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.