

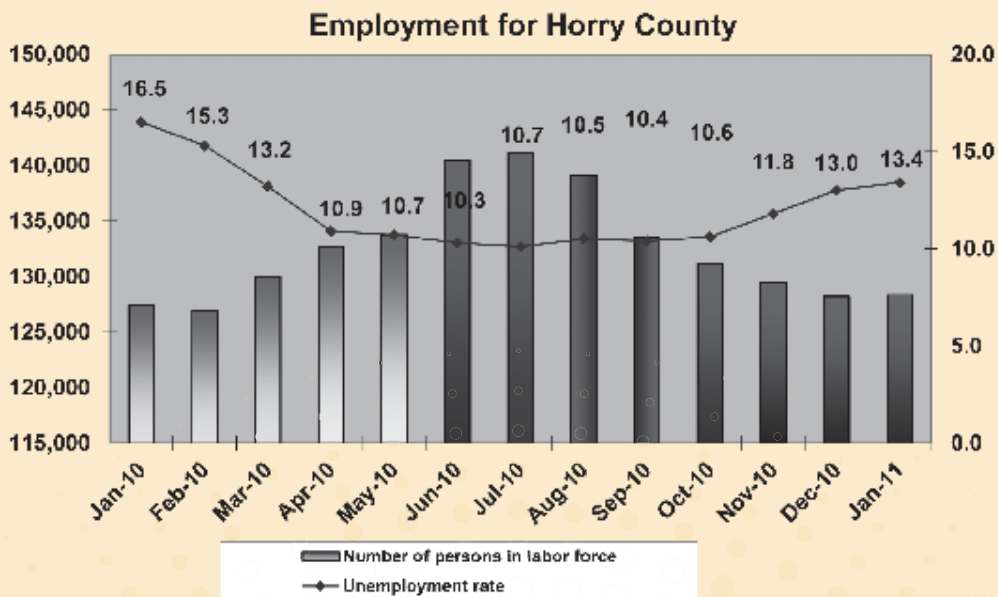
Economic Indicators

RESIDENTIAL CONSTRUCTION PERMITS DECEMBER 2010

LOCATION	Myrtle Beach	Unincorporated	North Myrtle Beach	Surfside Beach	Georgetown County
Single Family Units	17	73	14	0	8
Single Family Units Cost	\$2,412,091	\$9,625,660	\$4,143,781	\$0	\$1,939,952
Multi-Family Bldgs.	0	0	1	0	0
Multi-Family Units	0	0	2	0	0
Multi-Family Bldgs. Cost	\$0	\$0	\$174,700	\$0	\$0

RESIDENTIAL CONSTRUCTION PERMITS DECEMBER 2009

LOCATION	Myrtle Beach	Unincorporated	North Myrtle Beach	Surfside Beach	Georgetown County
Single Family Units	7	106	9	1	7
Single Family Units Cost	\$796,472	\$13,187,079	\$2,277,485	\$270,692	\$2,025,300
Multi-Family Bldgs.	0	0	1	0	1
Multi-Family Units	0	0	16	0	2
Multi-Family Bldgs. Cost	\$0	\$0	\$3,566,038	\$0	\$110,000



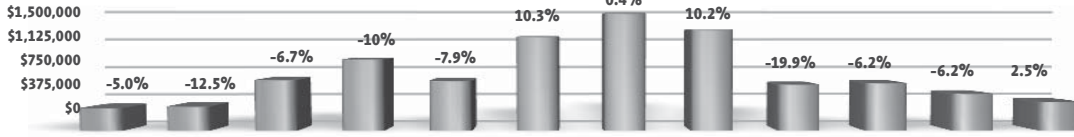
ADDITIONAL ECONOMIC INDICATORS

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

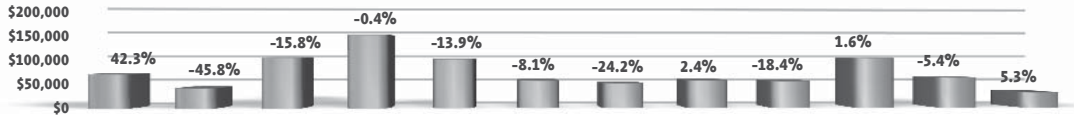
HORRY COUNTY ADMISSIONS TAX



Percentages Shown Are Percent Change From Previous Year

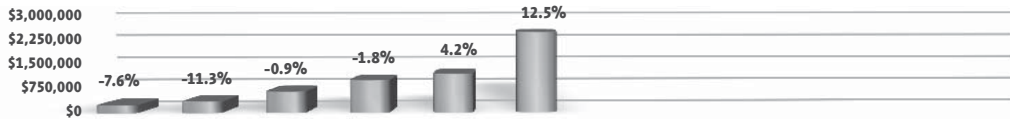
Jan 10	Feb 10	Mar 10	Apr 10	May 10	Jun 10	Jul 10	Aug 10	Sep 10	Oct 10	Nov 10	Dec 10
\$285,088	\$304,404	\$633,018	\$888,306	\$621,857	\$1,170,194	\$1,460,993	\$1,254,565	\$573,272	\$592,414	\$457,941	\$356,484

GEORGETOWN COUNTY ADMISSIONS TAX



Jan 10	Feb 10	Mar 10	Apr 10	May 10	Jun 10	Jul 10	Aug 10	Sep 10	Oct 10	Nov 10	Dec 10
\$66,327	\$39,393	\$97,913	\$142,419	\$95,155	\$53,469	\$48,295	\$54,013	\$52,269	\$97,240	\$58,666	\$29,360

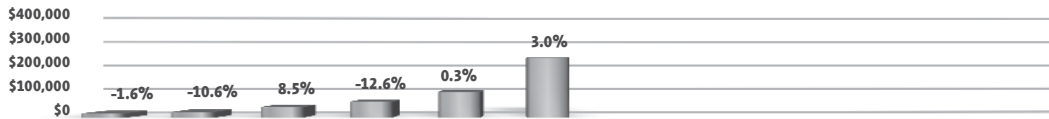
HORRY COUNTY ACCOMMODATIONS TAX COLLECTION



Percentages Shown Are Percent Change From Previous Year

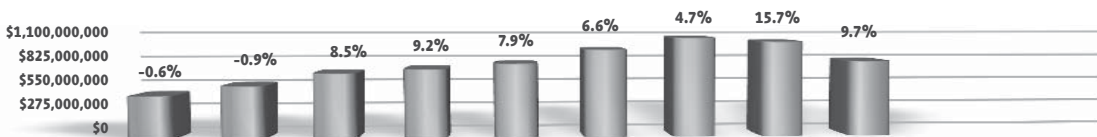
Jan 10	Feb 10	Mar 10	Apr 10	May 10	Jun 10	Jul 10	Aug 10	Sep 10	Oct 10	Nov 10	Dec 10
\$249,314	\$351,358	\$657,182	\$1,001,496	\$1,197,544	\$2,490,397	n/a	n/a	n/a	n/a	n/a	n/a

GEORGETOWN COUNTY ACCOMMODATIONS TAX COLLECTION



Jan 10	Feb 10	Mar 10	Apr 10	May 10	Jun 10	Jul 10	Aug 10	Sep 10	Oct 10	Nov 10	Dec 10
\$17,250	\$22,008	\$41,004	\$61,297	\$99,694	\$231,015	n/a	n/a	n/a	n/a	n/a	n/a

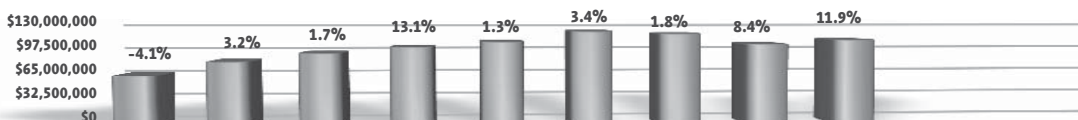
HORRY COUNTY GROSS RETAIL SALES



Percentages Shown Are Percent Change From Previous Year

Jan 10	Feb 10	Mar 10	Apr 10	May 10	Jun 10	Jul 10	Aug 10	Sep 10	Oct 10	Nov 10	Dec 10
\$420,060,945	\$512,903,808	\$634,157,541	\$672,225,609	\$721,147,491	\$858,432,670	n/a	n/a	n/a	n/a	n/a	n/a

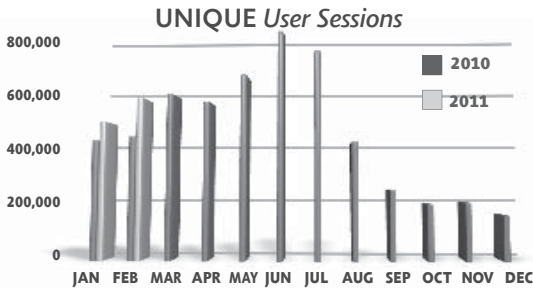
GEORGETOWN COUNTY GROSS RETAIL SALES



Jan 10	Feb 10	Mar 10	Apr 10	May 10	Jun 10	Jul 10	Aug 10	Sep 10	Oct 10	Nov 10	Dec 10
\$67,754,540	\$85,331,265	\$96,227,198	\$103,770,713	\$110,724,757	\$124,385,867	\$121,007,686	\$106,934,757	\$112,545,500	n/a	n/a	n/a

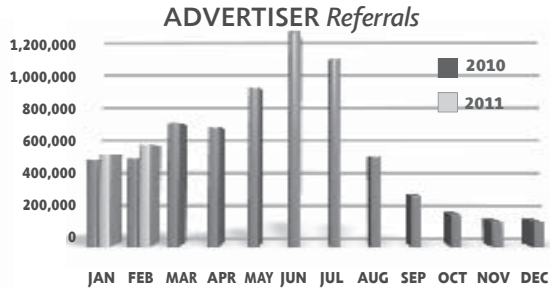
For more information regarding additional research conducted by the chamber, contact Wendy Bernstein at Wendy.Bernstein@VisitMyrtleBeach.com

Sources: S.C. Departments of PRT and Revenue



	Jan	Feb	Mar	Apr	May	Jun
% Change	15.49%	36.12%				
2011	480,220	587,796				
2010	415,802	431,835	578,336	550,749	685,511	821,977

	Jul	Aug	Sep	Oct	Nov	Dec
% Change						
2011						
2010	788,918	410,160	243,260	194,389	199,672	155,994



	Jan	Feb	Mar	Apr	May	Jun
% Change	5.99%	15.55%				
2011	512,349	564,459				
2010	483,403	488,516	686,713	662,818	886,126	1,240,128

	Jul	Aug	Sep	Oct	Nov	Dec
% Change						
2011						
2010	1,046,900	497,678	282,127	175,033	138,756	140,746

YEAR OVER YEAR YTD Referral Click % Change*

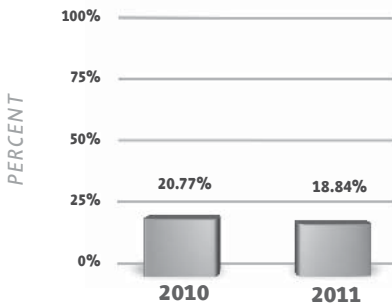
Category	% Change
Lodging	+0.27%
Amusements	+39.62%
Theaters	+3.14%
Dining	+6.73%
Shopping	+24.15%
Watersports	+13.26%
Weddings	-23.26%
Golf	-0.26%
Add'l Services	+25.32%
Fishing	+8.33%

*Jan. 1 - Feb. 28, 2011

For more information, contact: InternetMarketing@VisitMyrtleBeach.com

OCCUPANCY PERCENT PER ROOM WEEK*

(January 1, 2011 - February 5, 2011)

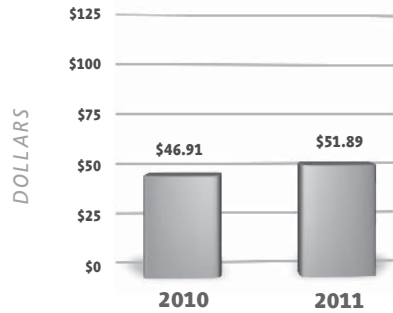


	Jan	Feb	Mar	Apr	May	Jun
2011	18.52%	31.45%				
2010	21.42%	29.13%	43.31%	52.49%	50.64%	75.37%
2009	23.00%	34.50%	40.42%	53.39%	44.27%	68.90%

	Jul	Aug	Sep	Oct	Nov	Dec
2011						
2010	90.60%	75.33%	57.38%	43.36%	30.99%	18.95%
2009	84.59%	76.81%	55.62%	42.18%	30.91%	22.77%

AVERAGE DAILY RATE PER ROOM WEEK*

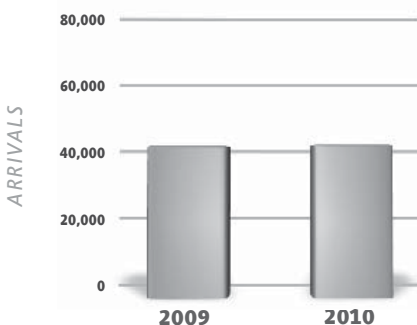
(January 1, 2011 - February 5, 2011)



	Jan	Feb	Mar	Apr	May	Jun
2011	\$51.45	\$53.36				
2010	\$45.99	\$53.22	\$69.33	\$83.36	\$98.05	\$125.87
2009	\$44.22	\$51.74	\$67.04	\$87.33	\$103.59	\$129.30

	Jul	Aug	Sep	Oct	Nov	Dec
2011						
2010	\$145.24	\$118.77	\$85.44	\$71.02	\$56.67	\$54.46
2009	\$141.53	\$116.58	\$80.96	\$64.64	\$53.87	\$47.71

DECEMBER AIRPORT ARRIVALS**



	2009	2010	Change
Arrivals	41,407	41,772	0.9%

*Dr. Taylor Damonte, Director • Clay Brittain, Jr. Center for Resort Tourism
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.