

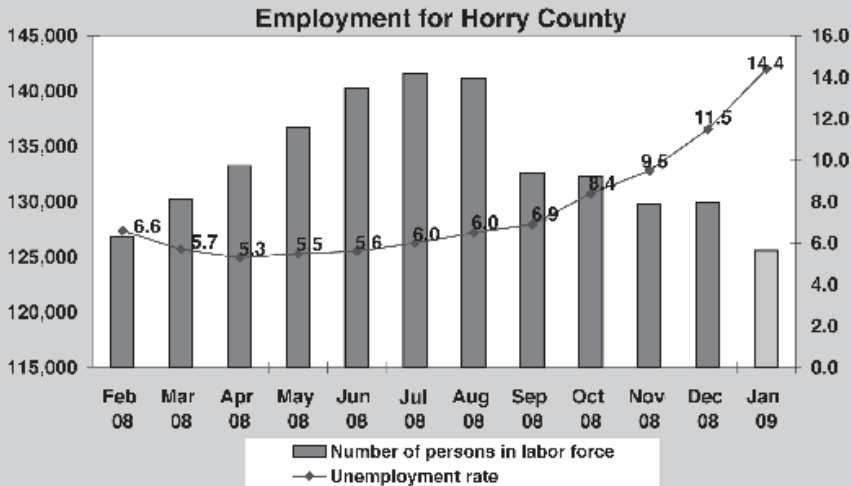
ECONOMIC Indicators

RESIDENTIAL CONSTRUCTION PERMITS JANUARY 2009

LOCATION	Myrtle Beach	Unincorporated	North Myrtle Beach	Surfside Beach	Georgetown County
Single Family Units	10	65	6	0	8
Single Family Units Cost	\$1,530,322	\$8,902,107	\$1,566,132	\$0	\$2,185,962
Multi-Family Bldgs.	0	0	1	0	0
Multi-Family Units	0	0	18	0	0
Multi-Family Bldgs. Cost	\$0	\$0	\$4,011,792	\$0	\$0

RESIDENTIAL CONSTRUCTION PERMITS JANUARY 2008

LOCATION	Myrtle Beach	Unincorporated	North Myrtle Beach	Surfside Beach	Georgetown County
Single Family Units	6	131	14	5	30
Single Family Units Cost	\$1,899,184	\$18,973,758	\$3,309,507	\$1,686,950	\$6,634,042
Multi-Family Bldgs.	2	1	1	0	2
Multi-Family Units	14	15	66	0	11
Multi-Family Bldgs. Cost	\$1,972,426	\$1,296,735	\$14,709,905	\$0	\$1,153,900

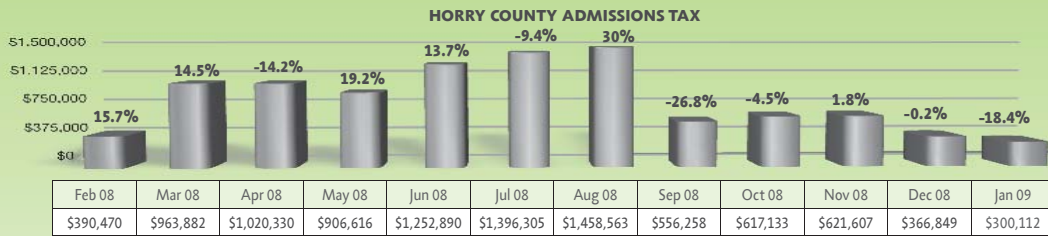


ADDITIONAL ECONOMIC INDICATORS

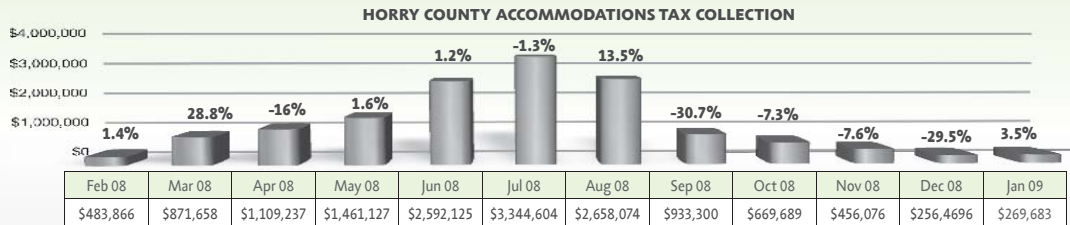
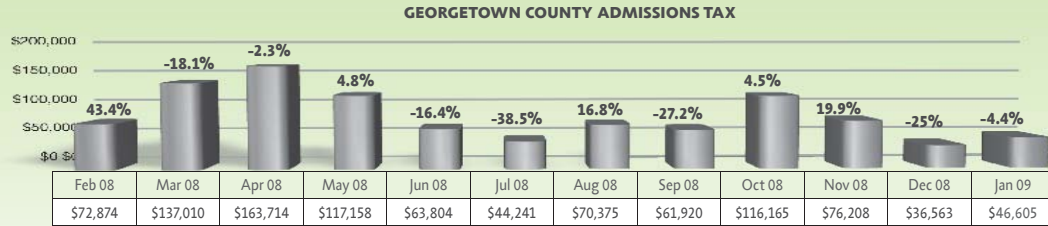
Monthly statistics for the following economic indicators can be found in the CVB Insider special section of the Grand Strander:

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

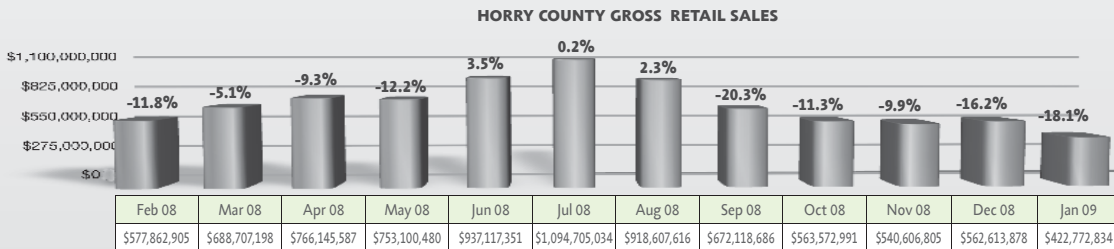
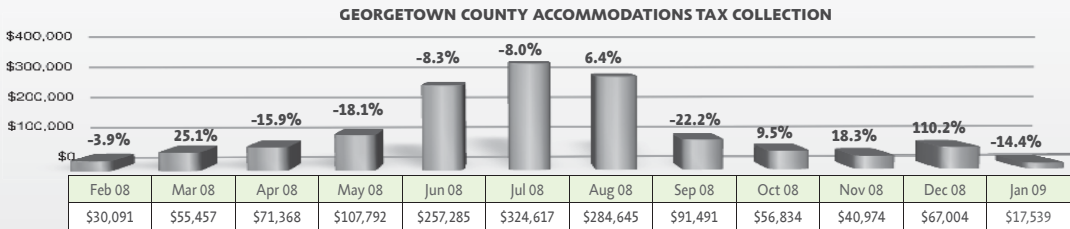
Sources: Bureau of the Census, S.C. Employment Commission



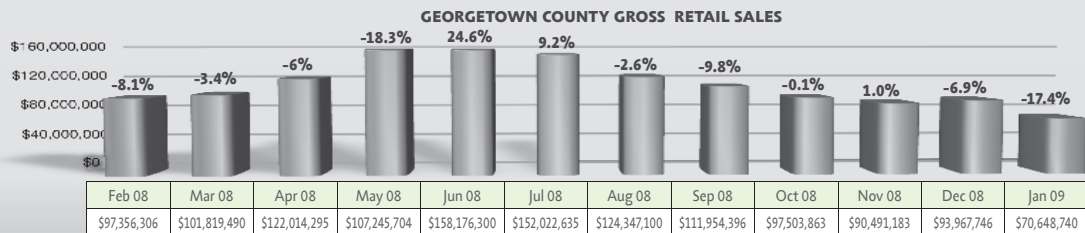
Percentages Shown Are Percent Change From Previous Year



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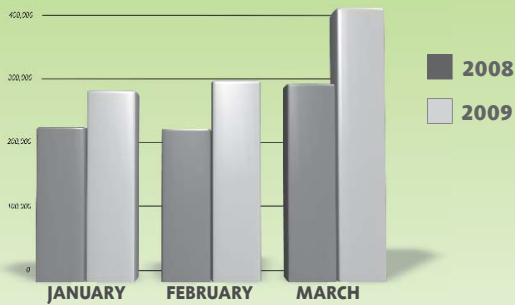
Percentages Shown Are Percent Change From Previous Year



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

Source: S.C. Departments of PRT and Revenue,

UNIQUE *User Sessions*



	2008	2009	Change
JAN	217,261	269,285	23.95%
FEB	215,092	283,597	31.85%
MAR	279,302	388,477	39.09%

ADVERTISER *Referrals*



	2008	2009	Change
JAN	347,720	406,873	17.01%
FEB	358,112	459,712	28.37%
MAR	426,144	588,396	38.07%

YEAR OVER YEAR

YTD Referral Click % Change*

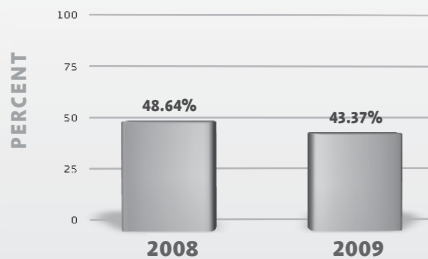
Category	% Change
Lodging	+36.15%
Amusements	-5.95%
Theaters	+8.37%
Dining	+56.09%
Shopping	+58.86%
Watersports	+89.98%
Weddings	+22.48%
Golf	+26.95%
Additional Services	+53.38%

* Jan. 1 - Mar. 31

For more information, contact: Bill.Rosenthal@VisitMyrtleBeach.com

OCCUPANCY PERCENT PER ROOM WEEK*

(March 1, 2009 - April 11, 2009)



	Jan	Feb	Mar	Apr	May	Jun
2009	29.54%					
2008	32.12%	49.96%	62.09%	60.00%	58.93%	72.96%
2007	34.01%	53.01%	64.18%	69.10%	60.85%	74.59%

	Jul	Aug	Sept	Oct	Nov	Dec
2009						
2008	83.39%	73.73%	52.17%	55.87%	39.88%	25.22%
2007	82.94%	75.78%	62.40%	54.25%	39.86%	24.74%

AVERAGE DAILY RATE PER ROOM WEEK*

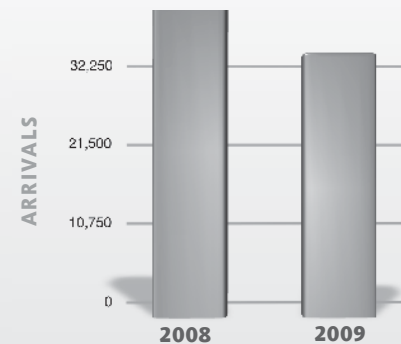
(March 1, 2009 - April 11, 2009)



	Jan	Feb	Mar	Apr	May	Jun
2009	\$55.45					
2008	\$58.54	\$73.02	\$88.87	\$95.87	\$111.84	\$145.72
2007	\$55.95	\$71.90	\$83.84	\$98.29	\$116.61	\$144.34

	Jul	Aug	Sept	Oct	Nov	Dec
2009						
2008	\$159.59	\$125.09	\$83.14	\$77.98	\$69.80	\$59.92
2007	\$162.96	\$129.77	\$93.15	\$76.80	\$68.82	\$59.20

JANUARY AIRPORT ARRIVALS



	2008	2009	Change
Arrivals	42,484	32,955	-22.43%

*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.