

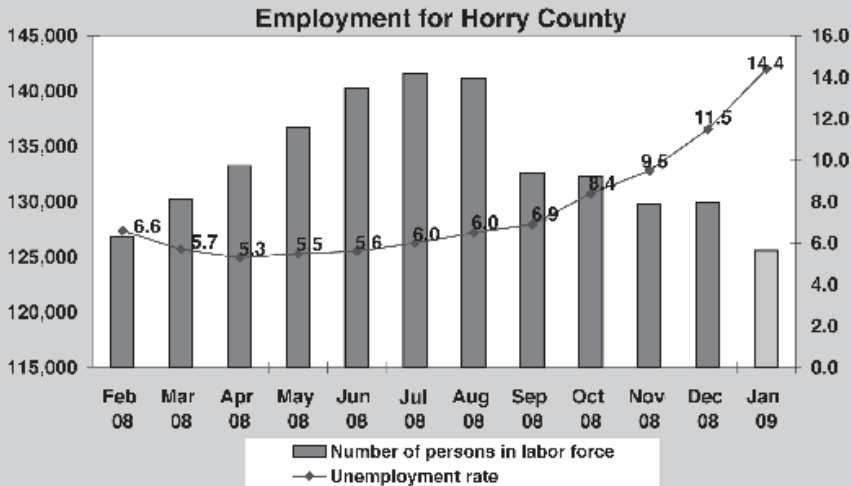
ECONOMIC Indicators

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 |

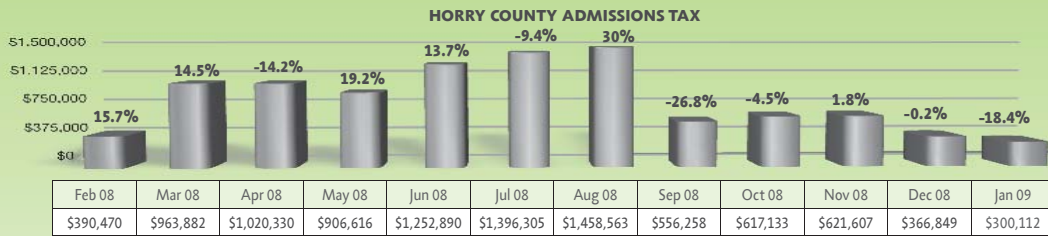


ADDITIONAL ECONOMIC INDICATORS

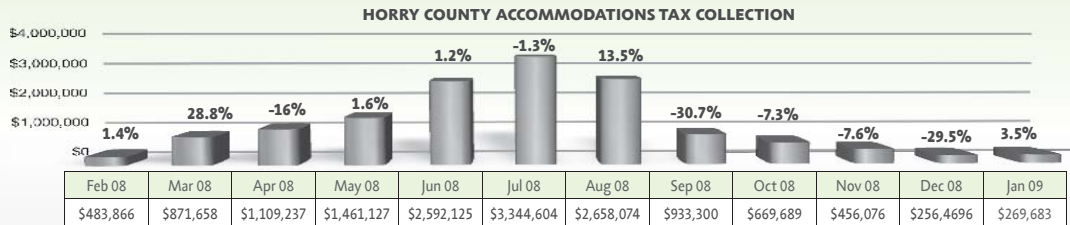
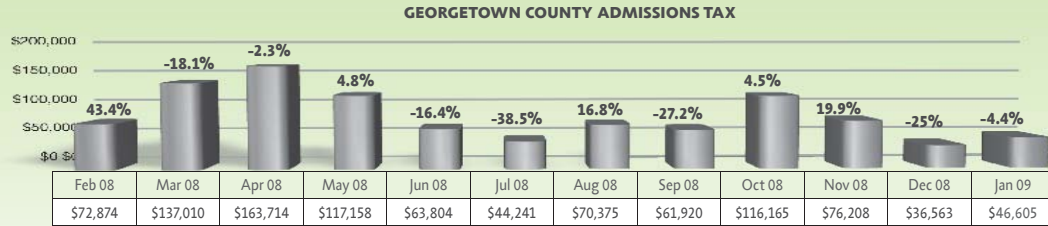
Monthly statistics for the following economic indicators can be found in the CVB Insider special section of the Grand Strander:

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

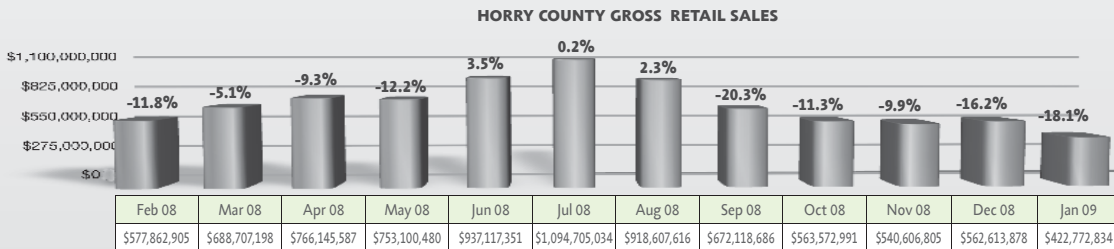
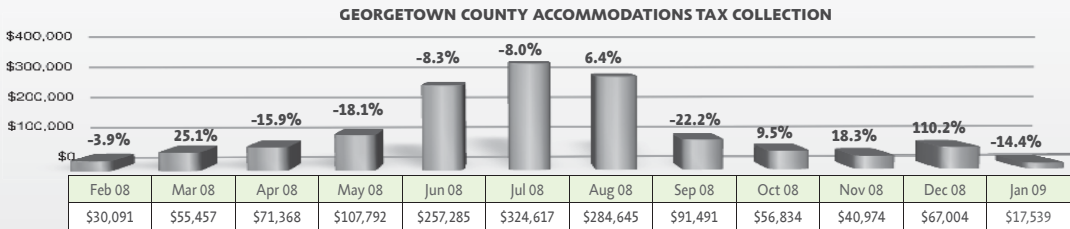
Sources: Bureau of the Census, S.C. Employment Commission



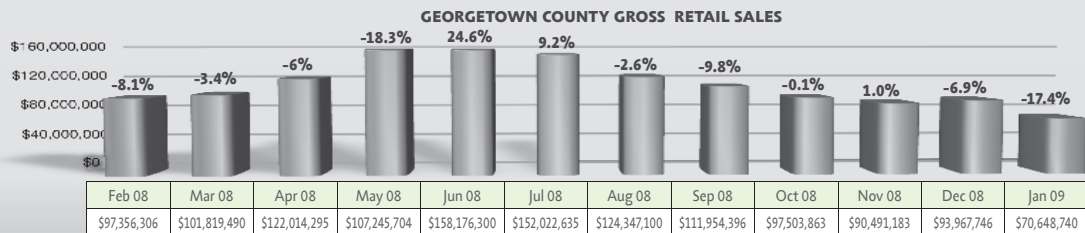
Percentages Shown Are Percent Change From Previous Year



Percentages Shown Are Percent Change From Previous Year



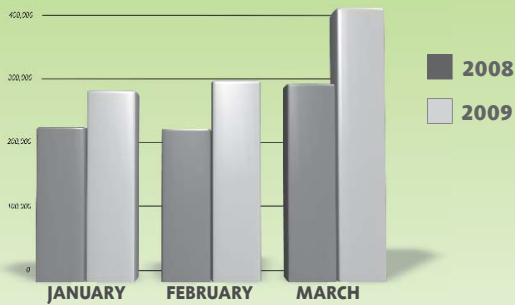
Percentages Shown Are Percent Change From Previous Year



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*

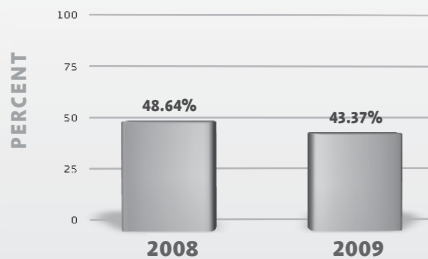
| Category | % Change |
|---------------------|----------|
| Lodging | +36.15% |
| Amusements | -5.95% |
| Theaters | +8.37% |
| Dining | +56.09% |
| Shopping | +58.86% |
| Watersports | +89.98% |
| Weddings | +22.48% |
| Golf | +26.95% |
| Additional Services | +53.38% |

* 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*

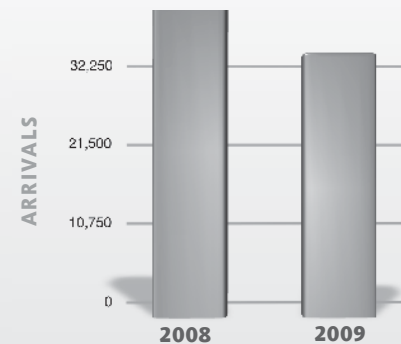
(March 1, 2009 - April 11, 2009)



| | 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
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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.