

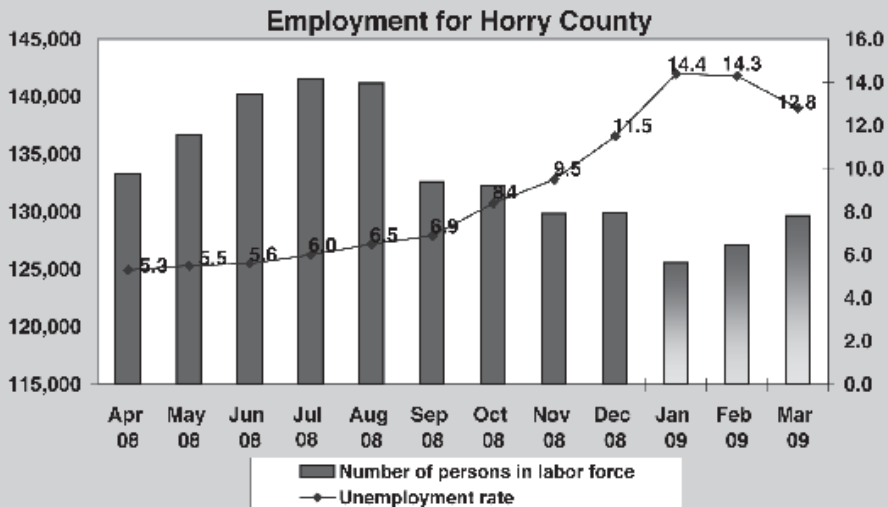
ECONOMIC Indicators

RESIDENTIAL CONSTRUCTION PERMITS FEBRUARY 2009

| LOCATION | Myrtle Beach | Unincorporated | North Myrtle Beach | Surfside Beach | Georgetown County |
|--------------------------|--------------|----------------|--------------------|----------------|-------------------|
| Single Family Units | 3 | 48 | 7 | 1 | 4 |
| Single Family Units Cost | \$638,647 | \$7,273,372 | \$1,827,154 | \$260,600 | \$827,000 |
| Multi-Family Bldgs. | 0 | 0 | 1 | 0 | 0 |
| Multi-Family Units | 0 | 0 | 15 | 0 | 0 |
| Multi-Family Bldgs. Cost | \$0 | \$0 | \$3,343,160 | \$0 | \$0 |

RESIDENTIAL CONSTRUCTION PERMITS FEBRUARY 2008

| LOCATION | Myrtle Beach | Unincorporated | North Myrtle Beach | Surfside Beach | Georgetown County |
|--------------------------|--------------|----------------|--------------------|----------------|-------------------|
| Single Family Units | 2 | 152 | 15 | 0 | 26 |
| Single Family Units Cost | \$1,181,330 | \$24,407,313 | \$3,545,901 | \$0 | \$5,517,734 |
| Multi-Family Bldgs. | 0 | 1 | 2 | 0 | 0 |
| Multi-Family Units | 0 | 12 | 59 | 0 | 0 |
| Multi-Family Bldgs. Cost | \$0 | \$882,142 | \$13,149,763 | \$0 | \$0 |

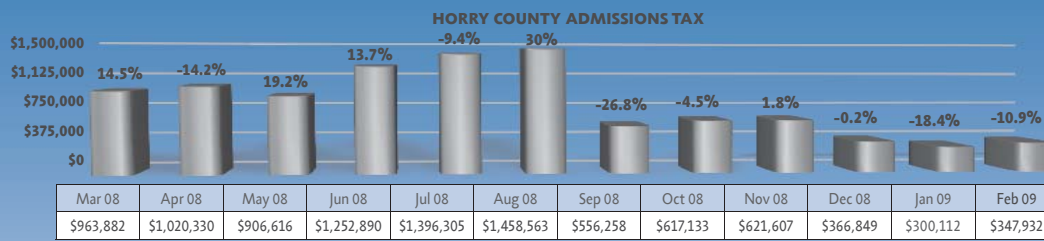


ADDITIONAL ECONOMIC INDICATORS

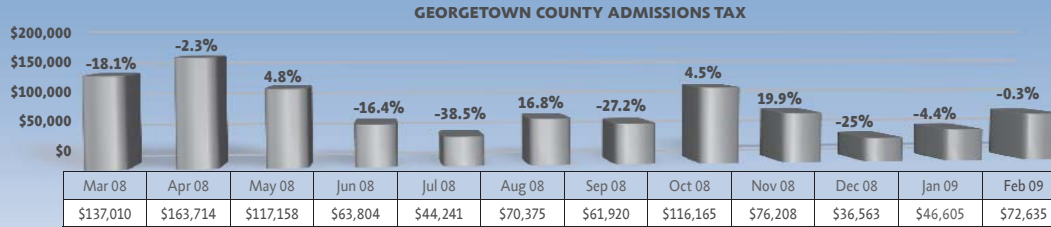
Monthly statistics for the following economic indicators can be found in the CVB Insider special section of the Grand Strander:

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

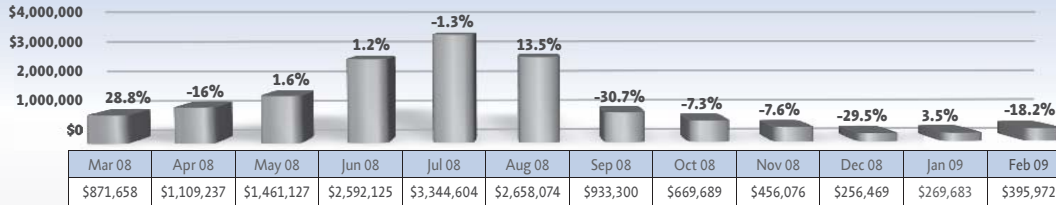
Sources: Bureau of the Census, S.C. Employment Commission



Percentages Shown Are Percent Change From Previous Year

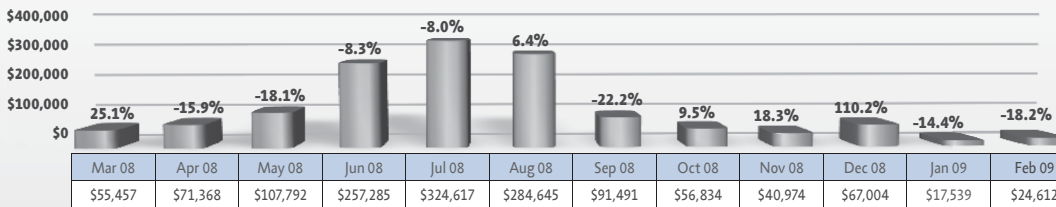


HORRY COUNTY ACCOMMODATIONS TAX COLLECTION

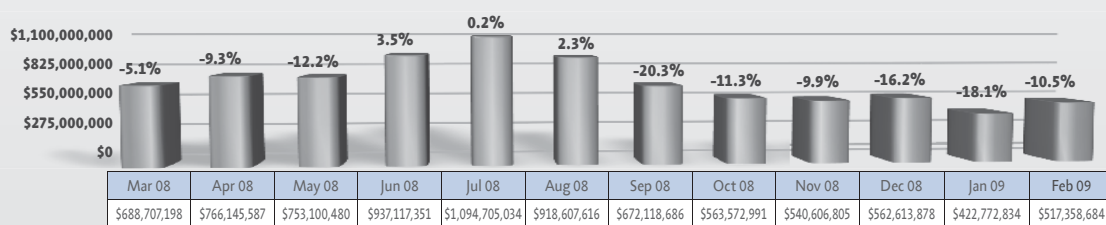


Percentages Shown Are Percent Change From Previous Year

GEORGETOWN COUNTY ACCOMMODATIONS TAX COLLECTION

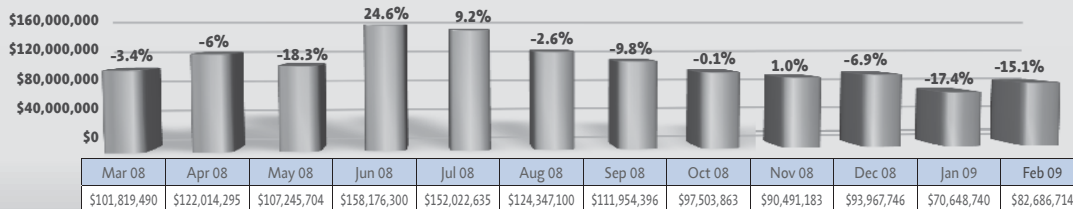


HORRY COUNTY GROSS RETAIL SALES



Percentages Shown Are Percent Change From Previous Year

GEORGETOWN COUNTY GROSS RETAIL SALES



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% |
| APR | 336,043 | 374,741 | 11.52% |

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% |
| APR | 505,598 | 525,240 | 3.88% |

YEAR OVER YEAR

YTD Referral Click % Change*

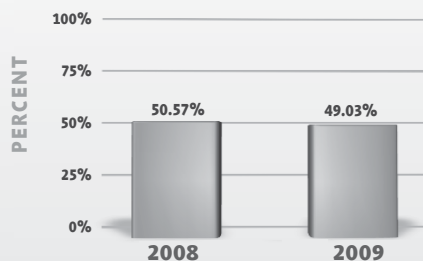
| Category | % Change |
|---------------------|----------|
| Lodging | +27.97% |
| Amusements | -8.62% |
| Theaters | +6.85% |
| Dining | +51.57% |
| Shopping | +55.21% |
| Watersports | +95.20% |
| Weddings | +20.75% |
| Golf | +22.73% |
| Additional Services | +50.09% |

* Jan. 1 - Apr. 30

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

OCCUPANCY PERCENT PER ROOM WEEK*

(March 19, 2009 - April 30, 2009)



| | Jan | Feb | Mar | Apr | May | Jun |
|-------------|--------|--------|--------|--------|--------|--------|
| 2009 | 29.54% | 40.09% | 49.82% | | | |
| 2008 | 32.12% | 49.96% | 55.21% | 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*

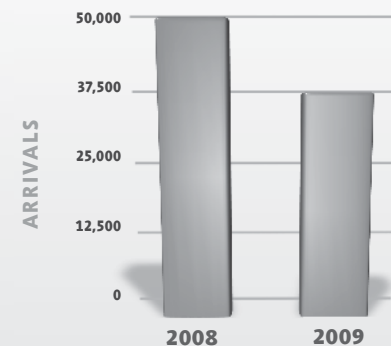
(March 19, 2009 - April 30, 2009)



| | Jan | Feb | Mar | Apr | May | Jun |
|-------------|---------|---------|---------|---------|----------|----------|
| 2009 | \$55.45 | \$67.68 | \$81.07 | | | |
| 2008 | \$58.54 | \$73.02 | \$82.28 | \$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 |

FEBRUARY AIRPORT ARRIVALS



| | 2008 | 2009 | Change |
|-----------------|--------|--------|---------|
| Arrivals | 48,676 | 37,174 | -23.63% |

*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.