

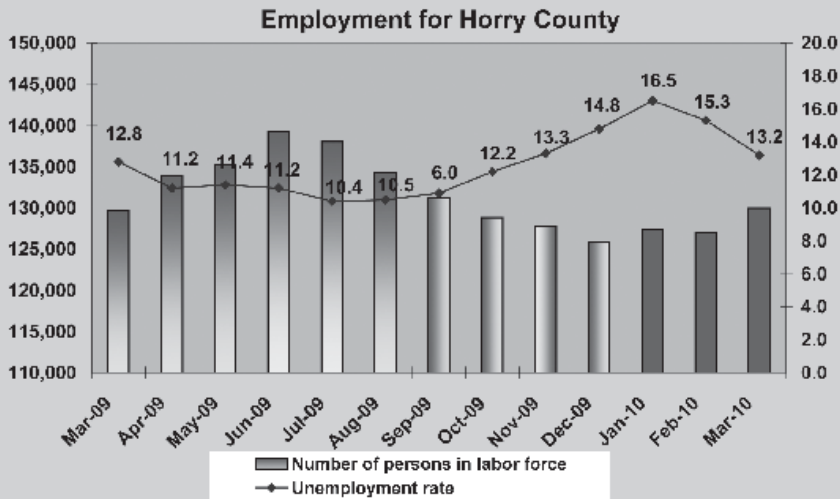
ECONOMIC Indicators

RESIDENTIAL CONSTRUCTION PERMITS FEBRUARY 2010

LOCATION	Myrtle Beach	Unincorporated	North Myrtle Beach	Surfside Beach	Georgetown County
Single Family Units	19	93	10	4	10
Single Family Units Cost	\$3,030,784	\$12,581,275	\$2,530,539	\$666,221	\$2,559,900
Multi-Family Bldgs.	0	0	1	0	0
Multi-Family Units	0	0	9	0	0
Multi-Family Bldgs. Cost	\$0	\$0	\$2,005,896	\$0	\$0

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



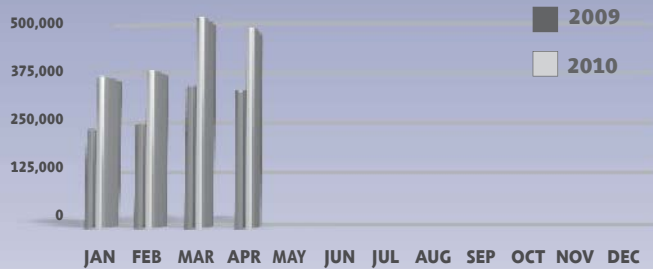
ADDITIONAL ECONOMIC INDICATORS

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

UNIQUE *User Sessions*



	Jan	Feb	Mar	Apr	May	Jun
% Change	54.41%	52.27%	48.87%	46.97%		
2010	415,802	431,835	578,336	550,749		
2009	269,285	283,597	388,477	374,741	454,265	636,928

	Jul	Aug	Sept	Oct	Nov	Dec
% Change						
2010						
2009	661,649	362,303	219,612	209,757	193,073	166,664

ADVERTISER *Referrals*



	Jan	Feb	Mar	Apr	May	Jun
% Change	18.81%	6.27%	16.71%	26.19%		
2010	483,403	488,516	686,713	662,818		
2009	406,873	459,712	588,396	525,240	637,311	973,668

	Jul	Aug	Sept	Oct	Nov	Dec
% Change						
2010						
2009	979,218	495,876	263,319	185,891	152,652	156,839

YEAR OVER YEAR

YTD Referral Click % Change*

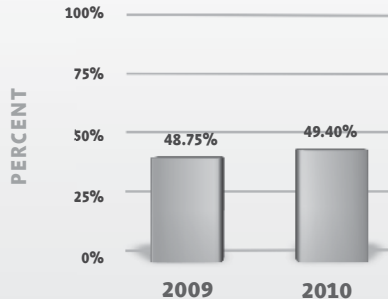
Category	% Change
Lodging	+23.00%
Amusements	-11.88%
Theaters	+27.08%
Dining	+7.56%
Shopping	+6.29%
Watersports	+64.19%
Weddings	+32.01%
Golf	+10.86%
Additional Services	-26.85%

*Jan. 1 – Apr. 30

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

OCCUPANCY PERCENT PER ROOM WEEK*

(March 7, 2010 – April 17, 2010)



	Jan	Feb	Mar	Apr	May	Jun
2010	21.42%	30.16%	43.24%			
2009	23.00%	34.50%	40.10%	52.82%	50.13%	67.79%
2008	24.30%	36.80%	50.20%	54.75%	45.91%	65.42%

	Jul	Aug	Sept	Oct	Nov	Dec
2010						
2009	66.49%	65.31%	59.23%	56.82%	42.20%	30.90%
2008	70.42%	73.73%	40.26%	51.23%	39.88%	25.22%

AVERAGE DAILY RATE PER ROOM WEEK*

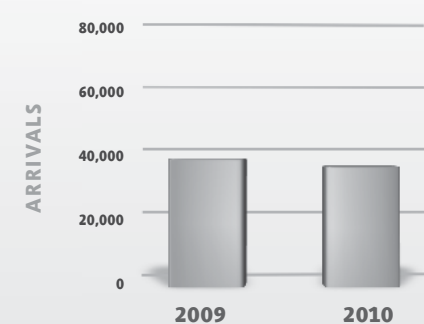
(March 7, 2010 – April 17, 2010)



	Jan	Feb	Mar	Apr	May	Jun
2010	\$43.21	\$52.34	\$67.81			
2009	\$44.22	\$51.74	\$65.30	\$97.33	\$91.73	\$121.41
2008	\$48.25	\$51.23	\$75.02	\$99.05	\$89.34	\$124.70

	Jul	Aug	Sept	Oct	Nov	Dec
2010						
2009	\$109.44	\$120.10	\$94.04	\$74.28	\$64.94	\$53.25
2008	\$119.48	\$125.09	\$71.82	\$69.97	\$69.80	\$59.92

FEBRUARY AIRPORT ARRIVALS



	2009	2010	Change
Arrivals	37,174	34,887	-6.2%

*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.

