

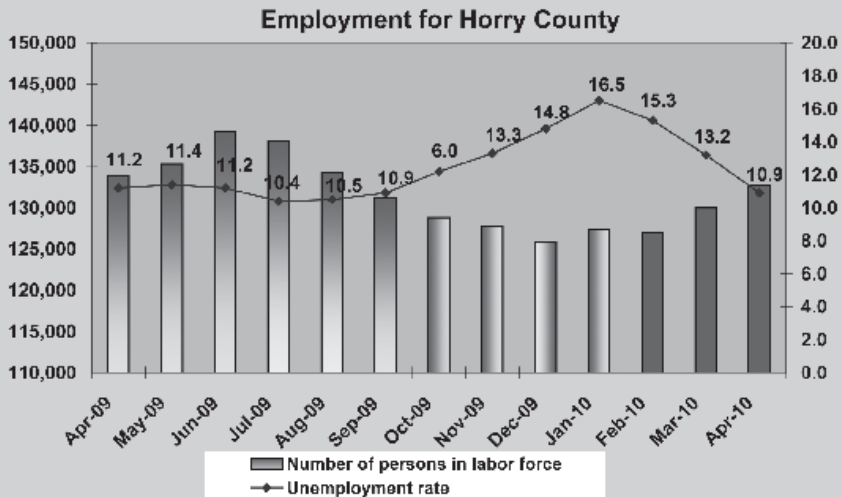
ECONOMIC Indicators

RESIDENTIAL CONSTRUCTION PERMITS MARCH 2010

LOCATION	Myrtle Beach	Unincorporated	North Myrtle Beach	Surfside Beach	Georgetown County
Single Family Units	13	107	13	3	17
Single Family Units Cost	\$1,669,557	\$14,607,303	\$3,289,700	\$509,840	\$4,351,831
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 MARCH 2009

LOCATION	Myrtle Beach	Unincorporated	North Myrtle Beach	Surfside Beach	Georgetown County
Single Family Units	1	91	8	0	3
Single Family Units Cost	\$179,200	\$11,432,180	\$2,088,176	\$0	\$591,388
Multi-Family Bldgs.	0	0	1	0	0
Multi-Family Units	0	0	13	0	0
Multi-Family Bldgs. Cost	\$0	\$0	\$2,897,405	\$0	\$0



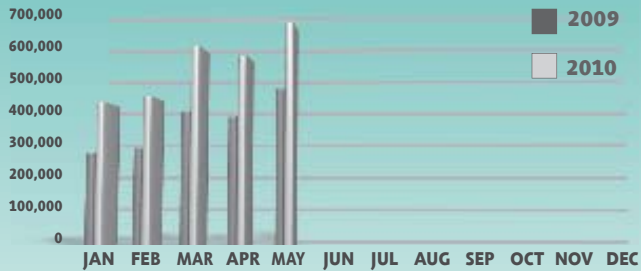
ADDITIONAL ECONOMIC INDICATORS

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

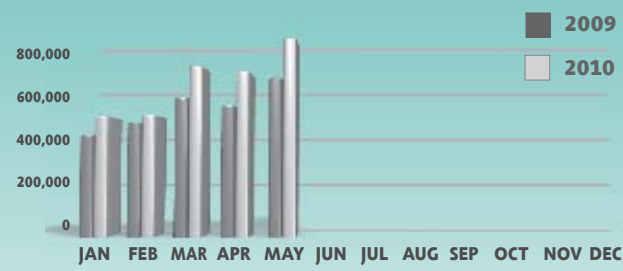
UNIQUE *User Sessions*



	Jan	Feb	Mar	Apr	May	Jun
% Change	54.41%	52.27%	48.87%	46.97%	50.91%	
2010	415,802	431,835	578,336	550,749	685,511	
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%	39.04%	
2010	483,403	488,516	686,713	662,818	886,126	
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*

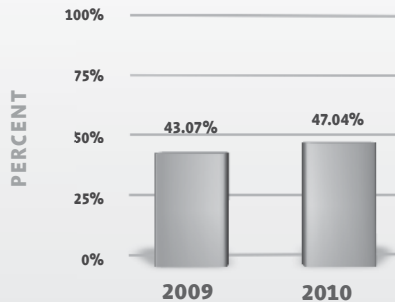
Category	% Change
Lodging	+28.81%
Amusements	-9.28%
Theaters	+31.18%
Dining	+9.92%
Shopping	+14.16%
Watersports	+54.98%
Weddings	+29.01%
Golf	+16.41%
Additional Services	-20.39%

*Jan. 1 - May 31

For more information, contact: InternetMarketing@VisitMyrtleBeach.com

OCCUPANCY PERCENT PER ROOM WEEK*

(April 18, 2010 - May 29, 2010)

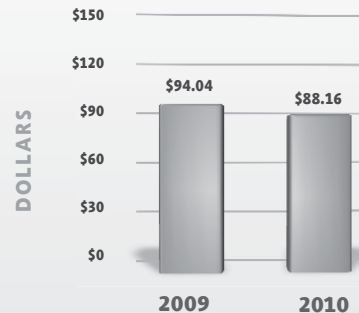


	Jan	Feb	Mar	Apr	May	Jun
2010	21.42%	30.16%	43.31%	52.49%		
2009	23.00%	34.50%	40.42%	53.39%	50.13%	67.79%
2008	24.30%	36.80%	50.24%	47.56%	45.91%	65.42%

	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*

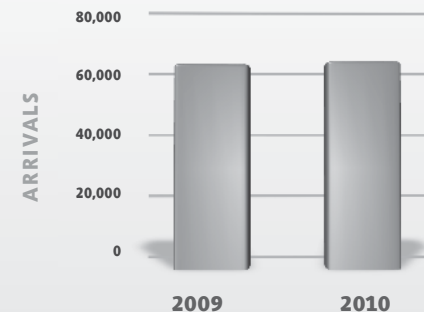
(April 18, 2010 - May 29, 2010)



	Jan	Feb	Mar	Apr	May	Jun
2010	\$43.21	\$52.34	\$69.33	\$83.36		
2009	\$44.22	\$51.74	\$67.04	\$87.33	\$91.73	\$121.41
2008	\$48.25	\$51.23	\$75.02	\$94.34	\$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

MARCH AIRPORT ARRIVALS



	2009	2010	Change
Arrivals	60,832	61,642	1.3%

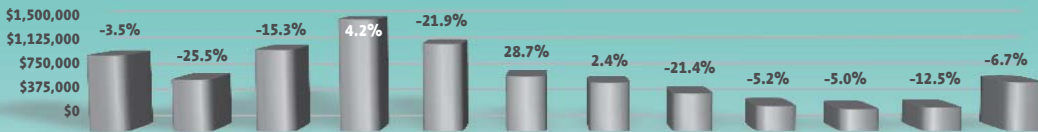
*Dr. Taylor Damonte, Director • Clay Brittain, Jr.
Center for Resort Tourism • Coastal Carolina University
tdamonte@coastal.edu

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.

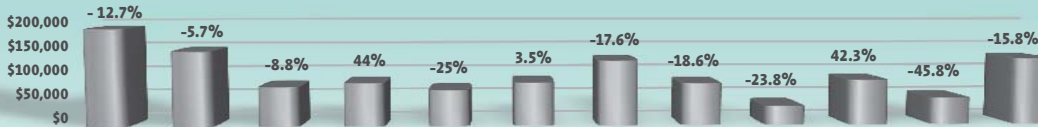
HORRY COUNTY ADMISSIONS TAX



Percentages Shown Are Percent Change From Previous Year

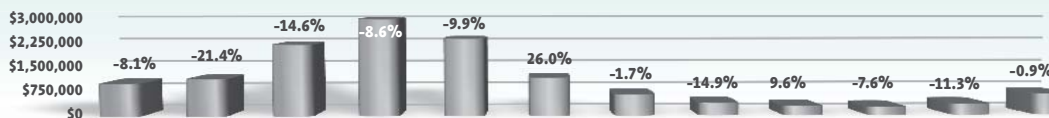
Apr 09	May 09	Jun 09	Jul 09	Aug 09	Sept 09	Oct 09	Nov 09	Dec 09	Jan 10	Feb 10	Mar 10
\$987,078	\$675,239	\$1,061,001	\$1,455,540	\$1,138,652	\$715,879	\$631,837	\$488,385	\$347,744	\$285,088	\$304,404	\$633,018

GEORGETOWN COUNTY ADMISSIONS TAX



Apr 09	May 09	Jun 09	Jul 09	Aug 09	Sept 09	Oct 09	Nov 09	Dec 09	Jan 10	Feb 10	Mar 10
\$142,985	\$110,496	\$58,191	\$63,695	\$52,761	\$64,058	\$95,748	\$62,002	\$27,871	\$66,327	\$39,393	\$97,913

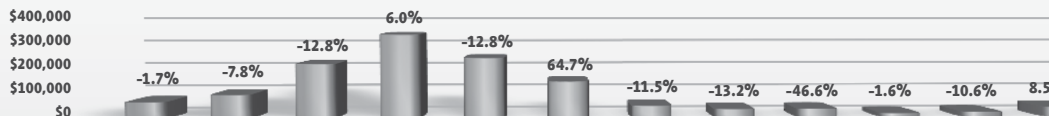
HORRY COUNTY ACCOMMODATIONS TAX COLLECTION



Percentages Shown Are Percent Change From Previous Year

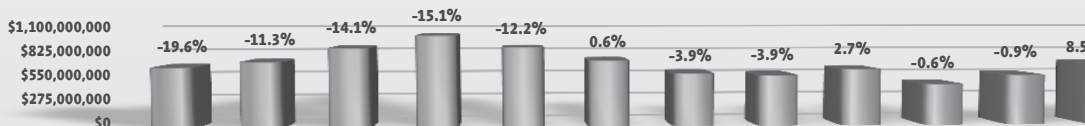
Apr 09	May 09	Jun 09	Jul 09	Aug 09	Sept 09	Oct 09	Nov 09	Dec 09	Jan 10	Feb 10	Mar 10
\$1,019,581	\$1,149,159	\$2,213,337	\$3,056,237	\$2,395,577	\$1,176,190	\$658,346	\$388,103	\$280,969	\$249,314	\$351,358	\$657,182

GEORGETOWN COUNTY ACCOMMODATIONS TAX COLLECTION



Apr 09	May 09	Jun 09	Jul 09	Aug 09	Sept 09	Oct 09	Nov 09	Dec 09	Jan 10	Feb 10	Mar 10
\$70,163	\$99,400	\$224,278	\$344,034	\$248,121	\$150,659	\$50,282	\$35,551	\$35,798	\$17,250	\$22,008	\$41,004

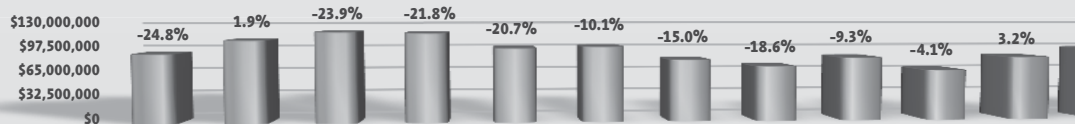
HORRY COUNTY GROSS RETAIL SALES



Percentages Shown Are Percent Change From Previous Year

Apr 09	May 09	Jun 09	Jul 09	Aug 09	Sept 09	Oct 09	Nov 09	Dec 09	Jan 10	Feb 10	Mar 10
\$615,868,513	\$668,172,831	\$805,335,686	\$929,354,884	\$806,358,917	\$675,905,291	\$541,626,820	\$519,374,107	\$577,792,528	\$420,060,945	\$512,903,808	\$634,157,541

GEORGETOWN COUNTY GROSS RETAIL SALES



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

Apr 09	May 09	Jun 09	Jul 09	Aug 09	Sept 09	Oct 09	Nov 09	Dec 09	Jan 10	Feb 10	Mar 10
\$91,775,263	\$109,328,268	\$120,329,093	\$118,814,002	\$98,664,561	\$100,621,351	\$82,862,945	\$73,668,887	\$85,237,753	\$67,754,540	\$85,331,265	\$96,227,198

Sources: S.C. Departments of PRT and Revenue