

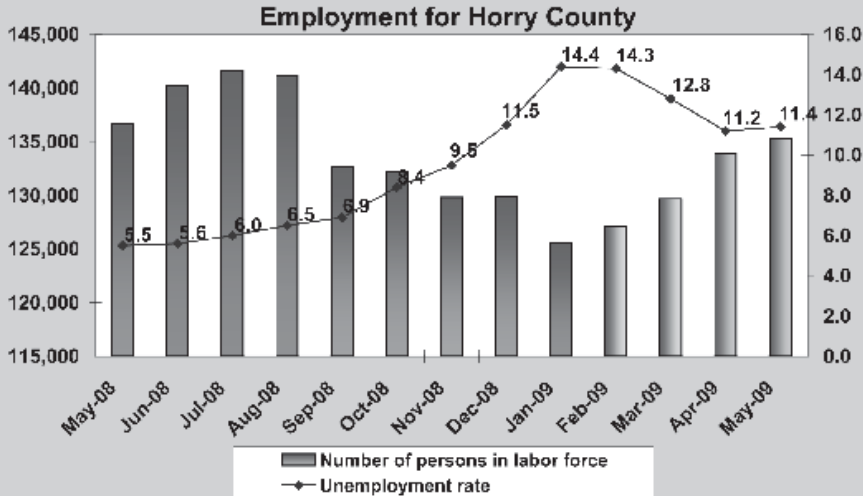
ECONOMIC Indicators

RESIDENTIAL CONSTRUCTION PERMITS APRIL 2009

LOCATION	Myrtle Beach	Unincorporated	North Myrtle Beach	Surfside Beach	Georgetown County
Single Family Units	7	112	9	2	13
Single Family Units Cost	\$1,180,826	\$15,675,552	\$2,277,485	\$425,000	\$3,327,871
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

RESIDENTIAL CONSTRUCTION PERMITS APRIL 2008

LOCATION	Myrtle Beach	Unincorporated	North Myrtle Beach	Surfside Beach	Georgetown County
Single Family Units	4	175	14	0	25
Single Family Units Cost	\$1,156,800	\$26,324,202	\$3,654,307	\$0	\$6,831,131
Multi-Family Bldgs.	2	0	1	0	0
Multi-Family Units	14	0	28	0	0
Multi-Family Bldgs. Cost	\$2,007,968	\$0	\$6,240,566	\$0	\$0

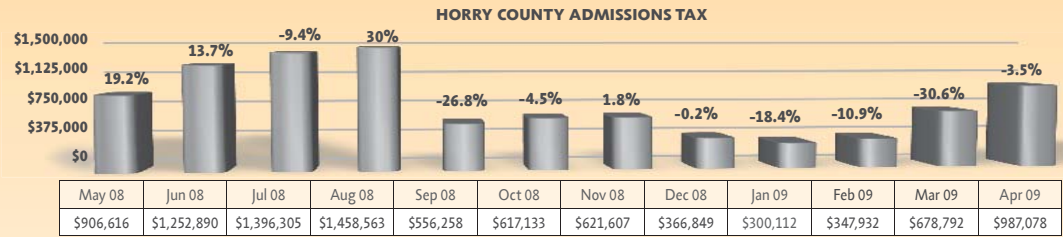


ADDITIONAL ECONOMIC INDICATORS

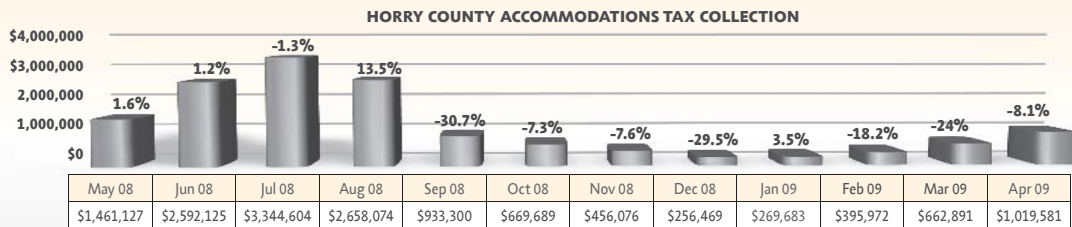
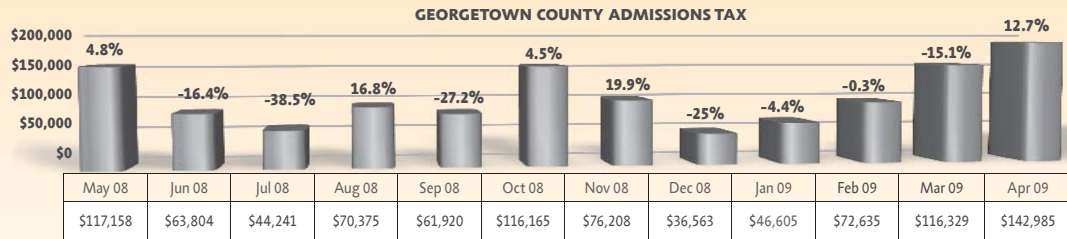
Monthly statistics for the following economic indicators can be found in the CVB Insider special section of the Grand Strander:

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

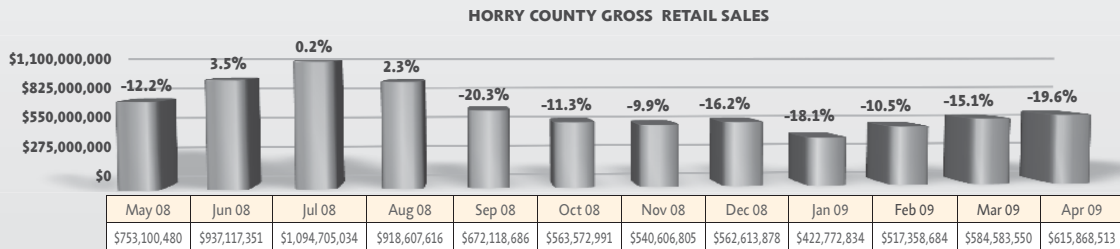
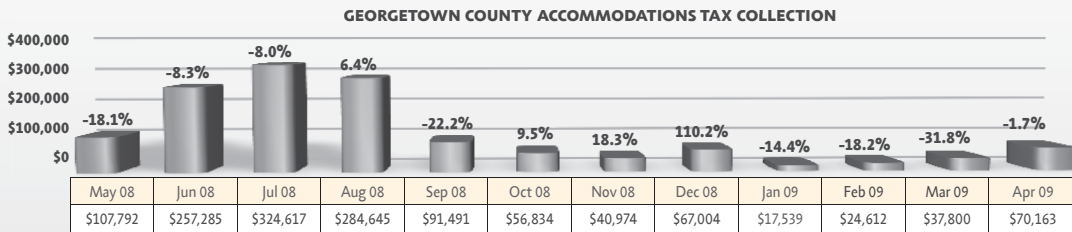
Sources: Bureau of the Census, S.C. Employment Commission



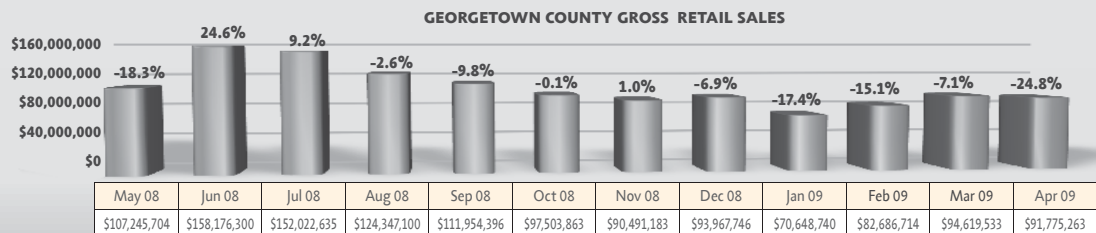
Percentages Shown Are Percent Change From Previous Year



Percentages Shown Are Percent Change From Previous Year



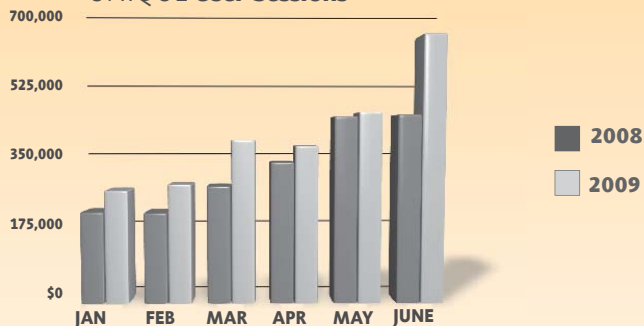
Percentages Shown Are Percent Change From Previous Year



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

Sources: S.C. Departments of PRT and Revenue

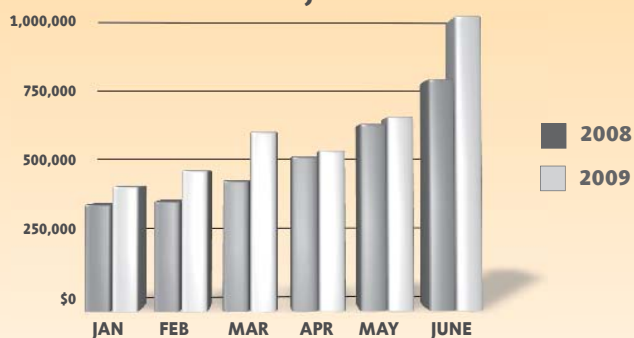
UNIQUE *User Sessions*



	Jan	Feb	Mar	Apr	May	Jun
% Change	23.95%	31.85%	39.09%	11.52%	2.32%	42.12%
2009	269,285	283,597	388,477	374,741	454,265	636,928
2008	217,261	215,092	279,302	336,043	443,963	448,148

	Jul	Aug	Sept	Oct	Nov	Dec
% Change						
2009						
2008						

ADVERTISER *Referrals*



	Jan	Feb	Mar	Apr	May	Jun
% Change	17.01%	28.37%	38.07%	3.88%	3.76%	27.62%
2009	406,873	459,712	588,396	525,240	637,311	973,668
2008	347,720	358,112	426,144	505,598	614,243	762,952

	Jul	Aug	Sept	Oct	Nov	Dec
% Change						
2009						
2008						

YEAR OVER YEAR

YTD Referral Click % Change*

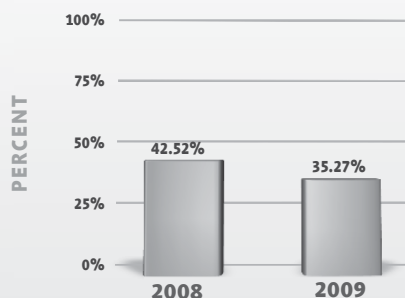
Category	% Change
Lodging	+24.43%
Amusements	-1.57%
Theaters	+6.58%
Dining	+50.70%
Shopping	+56.30%
Watersports	+130.08%
Weddings	+22.68%
Golf	+25.64%
Additional Services	+46.52%

* Jan. 1 - June 30

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

OCCUPANCY PERCENT PER ROOM WEEK*

(June 7, 2009 - July 18, 2009)



	Jan	Feb	Mar	Apr	May	Jun
2009	29.54%	40.09%	49.82%	52.82%	50.13%	
2008	32.12%	49.96%	55.21%	54.75%	45.91%	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*

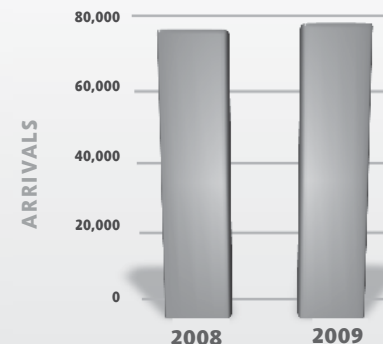
(June 7, 2009 - July 18, 2009)



	Jan	Feb	Mar	Apr	May	Jun
2009	\$55.45	\$67.68	\$81.07	\$97.33	\$91.73	
2008	\$58.54	\$73.02	\$82.28	\$99.05	\$89.34	\$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

APRIL AIRPORT ARRIVALS



	2008	2009	Change
Arrivals	74,668	76,247	2.1%

*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.