

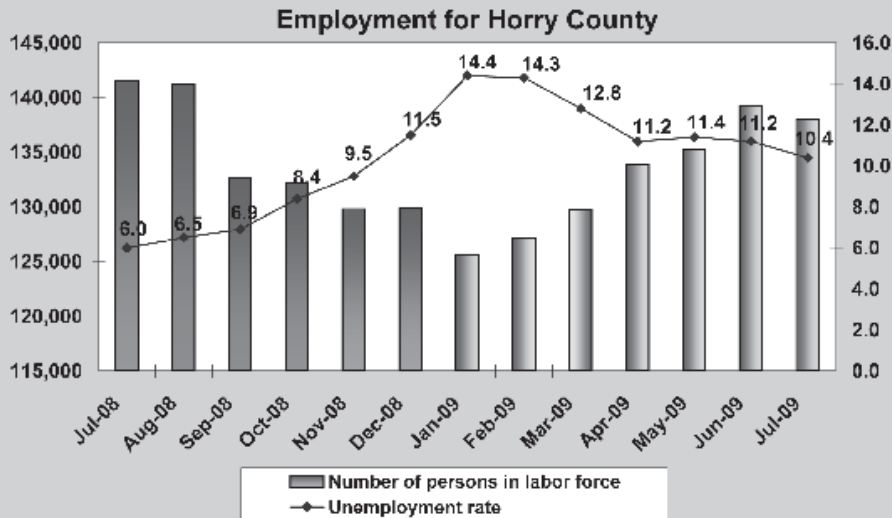
ECONOMIC Indicators

RESIDENTIAL CONSTRUCTION PERMITS JUNE 2009

LOCATION	Myrtle Beach	Unincorporated	North Myrtle Beach	Surfside Beach	Georgetown County
Single Family Units	14	113	11	0	15
Single Family Units Cost	\$1,780,782	\$14,009,406	\$2,783,593	\$0	\$3,839,851
Multi-Family Bldgs.	0	0	1	0	0
Multi-Family Units	0	0	19	0	0
Multi-Family Bldgs. Cost	\$0	\$0	\$4,234,670	\$0	\$0

RESIDENTIAL CONSTRUCTION PERMITS JUNE 2008

LOCATION	Myrtle Beach	Unincorporated	North Myrtle Beach	Surfside Beach	Georgetown County
Single Family Units	8	181	13	5	16
Single Family Units Cost	\$1,119,000	\$26,462,315	\$3,393,285	\$1,162,880	\$4,804,620
Multi-Family Bldgs.	4	3	1	0	0
Multi-Family Units	24	50	30	0	0
Multi-Family Bldgs. Cost	\$2,712,224	\$3,409,286	\$6,686,320	\$0	\$0



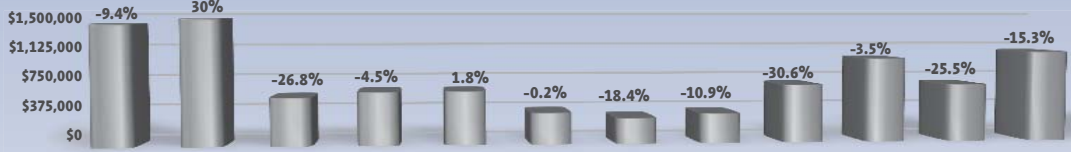
ADDITIONAL ECONOMIC INDICATORS

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

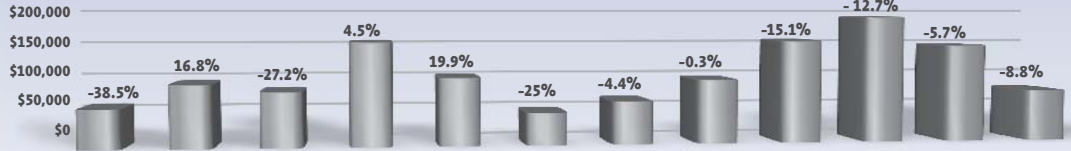
HORRY COUNTY ADMISSIONS TAX



Jul 08	Aug 08	Sep 08	Oct 08	Nov 08	Dec 08	Jan 09	Feb 09	Mar 09	Apr 09	May 09	Jun 09
\$1,396,305	\$1,458,563	\$556,258	\$617,133	\$621,607	\$366,849	\$300,112	\$347,932	\$678,792	\$987,078	\$675,239	\$1,061,001

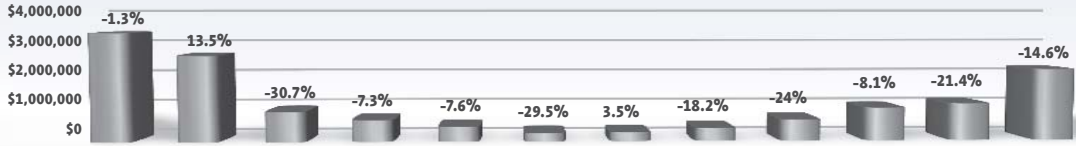
Percentages Shown Are Percent Change From Previous Year

GEORGETOWN COUNTY ADMISSIONS TAX



Jul 08	Aug 08	Sep 08	Oct 08	Nov 08	Dec 08	Jan 09	Feb 09	Mar 09	Apr 09	May 09	Jun 09
\$44,241	\$70,375	\$61,920	\$116,165	\$76,208	\$36,563	\$46,605	\$72,635	\$116,329	\$142,985	\$110,496	\$58,191

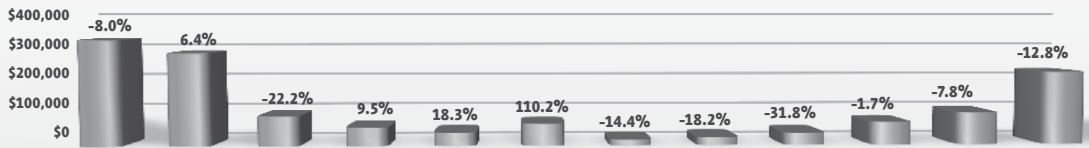
HORRY COUNTY ACCOMMODATIONS TAX COLLECTION



Jul 08	Aug 08	Sep 08	Oct 08	Nov 08	Dec 08	Jan 09	Feb 09	Mar 09	Apr 09	May 09	Jun 09
\$3,344,604	\$2,658,074	\$933,300	\$669,689	\$456,076	\$256,469	\$269,683	\$395,972	\$662,891	\$1,019,581	\$1,149,159	\$2,213,337

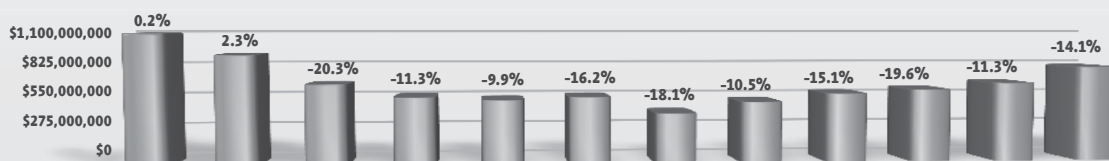
Percentages Shown Are Percent Change From Previous Year

GEORGETOWN COUNTY ACCOMMODATIONS TAX COLLECTION



Jul 08	Aug 08	Sep 08	Oct 08	Nov 08	Dec 08	Jan 09	Feb 09	Mar 09	Apr 09	May 09	Jun 09
\$324,617	\$284,645	\$91,491	\$56,834	\$40,974	\$67,004	\$17,539	\$24,612	\$37,800	\$70,163	\$99,400	\$224,278

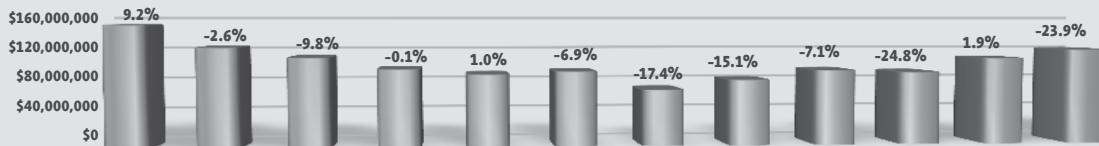
HORRY COUNTY GROSS RETAIL SALES



Jul 08	Aug 08	Sep 08	Oct 08	Nov 08	Dec 08	Jan 09	Feb 09	Mar 09	Apr 09	May 09	Jun 09
\$1,094,705,034	\$918,607,616	\$672,118,686	\$563,572,991	\$540,606,805	\$562,613,878	\$422,772,834	\$517,358,684	\$584,583,550	\$615,868,513	\$668,172,831	\$805,335,686

Percentages Shown Are Percent Change From Previous Year

GEORGETOWN COUNTY GROSS RETAIL SALES

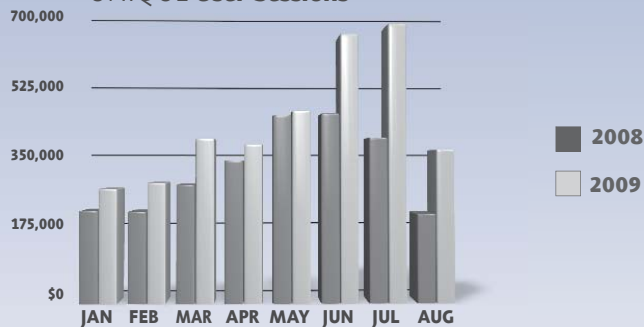


Jul 08	Aug 08	Sep 08	Oct 08	Nov 08	Dec 08	Jan 09	Feb 09	Mar 09	Apr 09	May 09	Jun 09
\$152,022,635	\$124,347,100	\$111,954,396	\$97,503,863	\$90,491,183	\$93,967,746	\$70,648,740	\$82,686,714	\$94,619,533	\$91,775,263	\$109,328,268	\$120,329,093

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

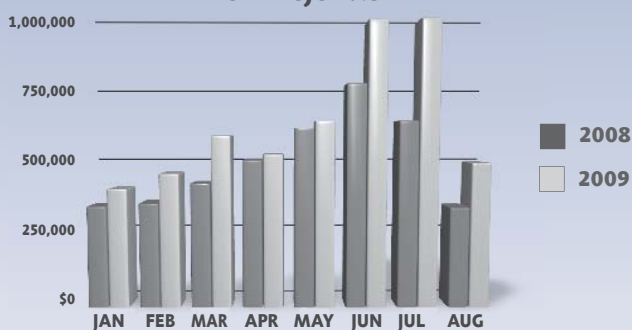
UNIQUE *User Sessions*



	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	69.30%	72.76%				
2009	661,649	362,303				
2008	390,805	209,719				

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	53.25%	49.07%				
2009	979,218	495,876				
2008	638,973	332,636				

YEAR OVER YEAR

YTD Referral Click % Change*

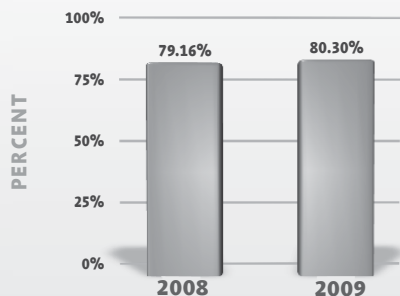
Category	% Change
Lodging	+33.78%
Amusements	+7.65%%
Theaters	+14.34%
Dining	+56.20%
Shopping	+55.45%
Watersports	+158.34%
Weddings	+25.24%
Golf	+30.41%
Additional Services	+37.43%

* Jan. 1 - Aug 31

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

OCCUPANCY PERCENT PER ROOM WEEK*

(July 19, 2009 – August 29, 2009)



	Jan	Feb	Mar	Apr	May	Jun
2009	29.54%	40.09%	49.82%	52.82%	50.13%	67.79%
2008	32.12%	49.96%	55.21%	54.75%	45.91%	65.42%
2007	34.01%	53.01%	64.18%	69.10%	60.85%	74.59%

	Jul	Aug	Sept	Oct	Nov	Dec
2009	66.49%					
2008	70.42%	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*

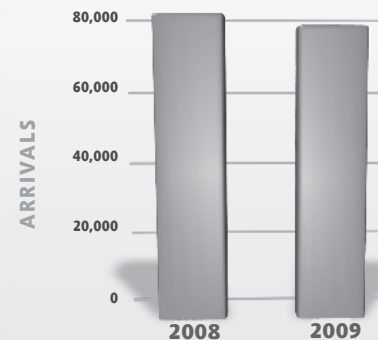
(July 19, 2009 – August 29, 2009)



	Jan	Feb	Mar	Apr	May	Jun
2009	\$55.45	\$67.68	\$81.07	\$97.33	\$91.73	\$121.41
2008	\$58.54	\$73.02	\$82.28	\$99.05	\$89.34	\$124.70
2007	\$55.95	\$71.90	\$83.84	\$98.29	\$116.61	\$144.34

	Jul	Aug	Sept	Oct	Nov	Dec
2009	\$109.44					
2008	\$119.48	\$125.09	\$83.14	\$77.98	\$69.80	\$59.92
2007	\$162.96	\$129.77	\$93.15	\$76.80	\$68.82	\$59.20

JUNE AIRPORT ARRIVALS



	2008	2009	Change
Arrivals	80,013	77,081	-3.7%

*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.