



visit
**MYRTLE
BEACH**

GRAND STRAND FAST FACTS



\$11.8B

**Gross Annual Sales
for Horry County**

Source: SC Department of Revenue



\$7.0B*

**Total Tourism
Economic Impact**

*Based on CCU study for 2015



2018 GROSS ANNUAL SALES

FOR HORRY COUNTY SPECIFIC
TOURISM INDUSTRY SECTORS



\$120.1M

LODGING



\$1.45B

RETAIL STORES



\$586.9M

GAS STATIONS



\$1.55B

RESTAURANTS



\$1.19B

SUPERMARKETS



\$191.8M

AMUSEMENTS



\$43.6M

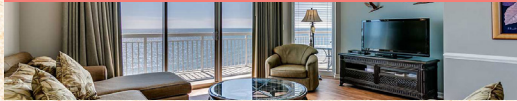
GOLF/COUNTRY CLUBS

Source: SC Department of Revenue

53.3%

**Average Occupancy
in 2018**

Source: CCU



BY THE NUMBERS

88 - Golf Courses

34 - Mini-Golf Courses

1,800 - Restaurants

7 - Live Theaters

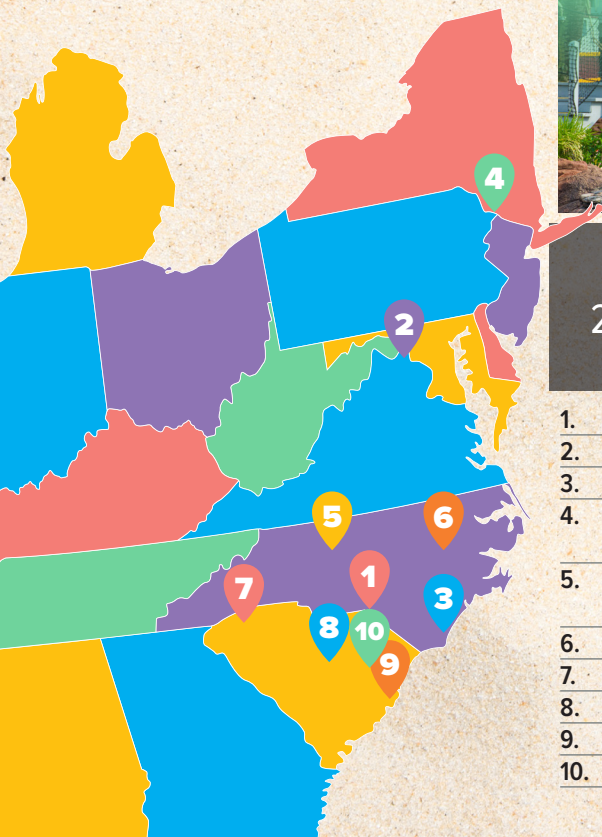
300 - Outlet Stores



TOP 10

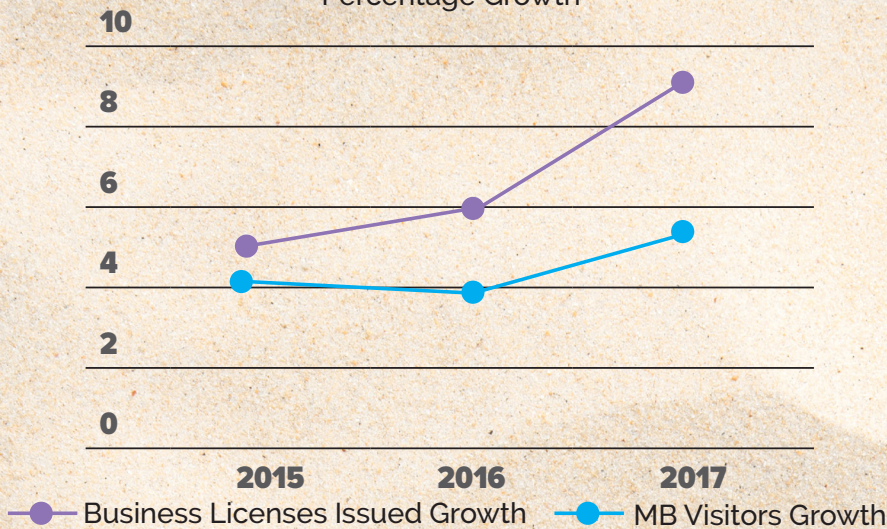
2018 DMAS BY VISA CREDIT
CARD SPEND RANKED

1. Charlotte-Gastonia-Rock Hill, NC-SC
2. Washington-Baltimore, DC-MD-VA-WV
3. Wilmington, NC
4. New York-Northern New Jersey-Long Island, NY-NJ-CT-PA
5. Greensboro-Winston-Salem--High Point, NC
6. Raleigh-Durham-Chapel Hill, NC
7. Greenville-Spartanburg-Anderson, SC
8. Columbia, SC
9. Charleston-North Charleston, SC
10. Florence, SC



Business Licenses Issued vs. Total MB Visitors

Percentage Growth



Source: City of Myrtle Beach/DK Shifflet

RIDE 2 & 3

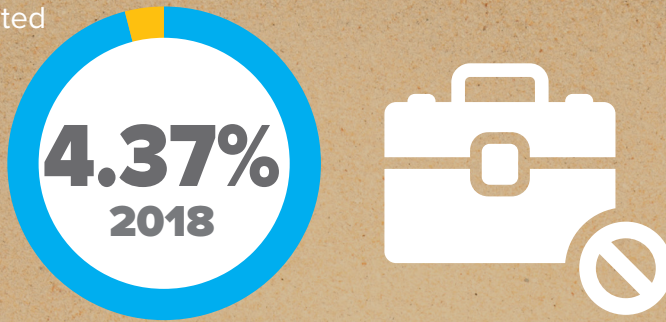
RIDE II: \$425.3M
RIDE III: \$592M



Source: Horry County Government

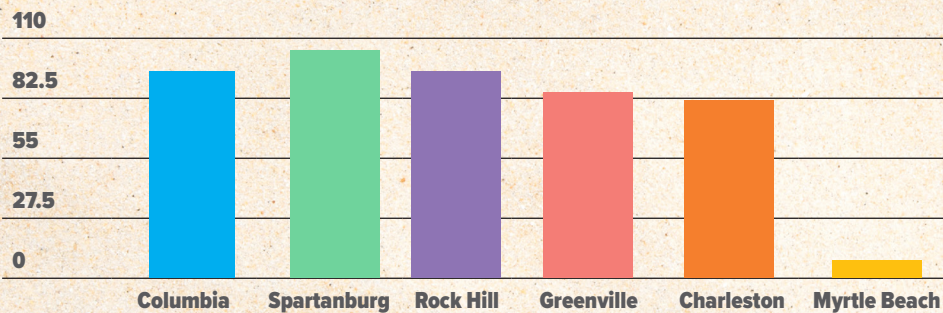
AVERAGE UNEMPLOYMENT

Seasonally Adjusted



Source: Chmura Economics and Analytics

MILLAGE RATE COMPARISON



Source: TourismWorksForUs.com

COST OF LIVING

Composite Index	Grocery Items	Housing Cost	Utilities	Transportation	Health Care	Miscellaneous
94.1	100.7	73.9	118.5	96.0	104.3	97.8

Source: ACCRA Cost of Living Index

AVERAGE NEW HOME COSTS
\$156,250

Source: CCAR 2018

CONSTRUCTION PERMITS

Single-Family Residences

Multifamily Residences

Year	Bldgs.	Value	Bldgs.	Units	Value	Total
2018	3,721	\$665,119,682	41	506	\$43,540,859	\$708,660,541

Source: U.S. Census Bureau

EDUCATION

Horry County Schools - Students	44,184
Horry County Schools - Schools	58
Horry-Georgetown Technical College - Students	6,788
Horry-Georgetown Technical College - Programs	Over 65
CCU - Undergrad	9,917
CCU - Grad Students	724
CCU - Total Students	10,641

Source: HCS/HGTC/CCU

EMPLOYMENT

Total Horry County Employment - All Industries	141,044
Accommodations and Food Service	32,083
Retail Trade	24,418
Health Care and Social Assistance	14,110
Average Annual Wages - All Occupations	\$33,542
Average Annual Wages - Management of Companies and Enterprises	\$67,064
Average Annual Wages - Accommodations and Food Service	\$19,931

Source: Chmura Economics and Analytics