

# Tourism Development in SC

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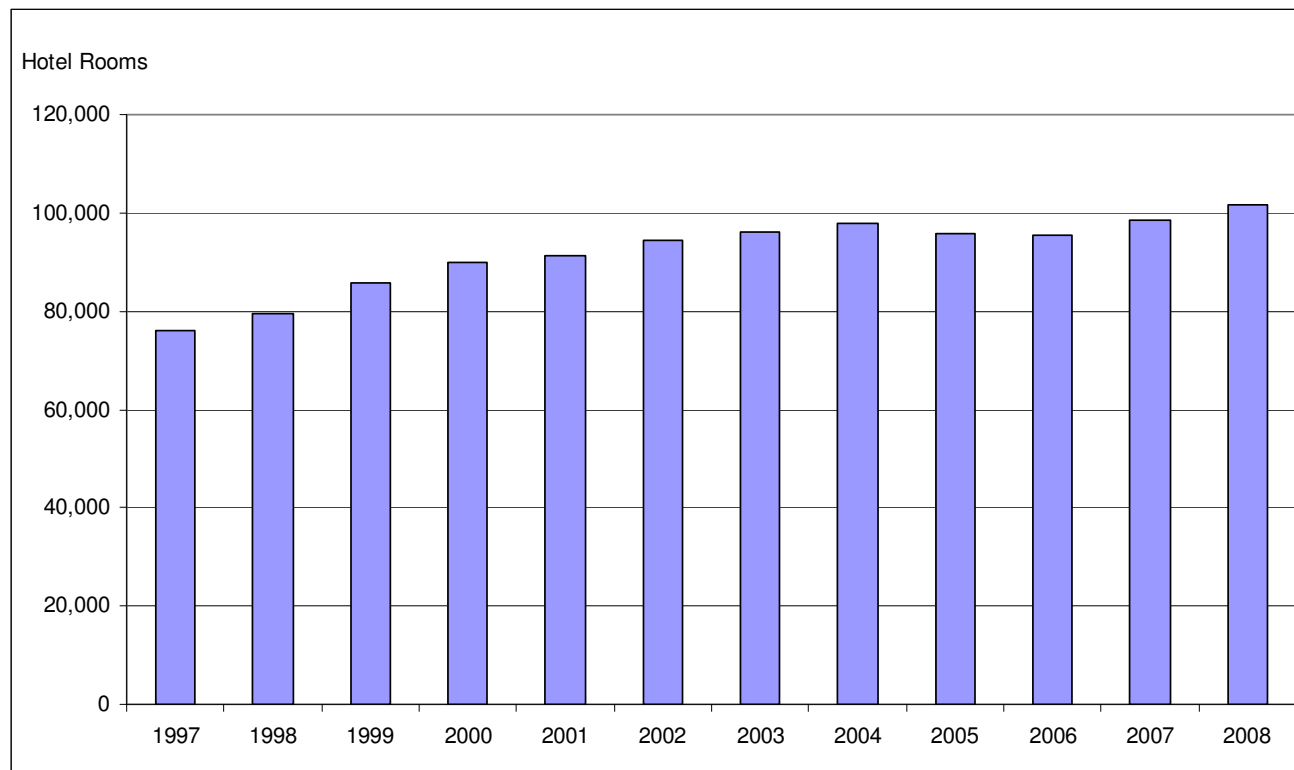
June 2009

# Benchmarks

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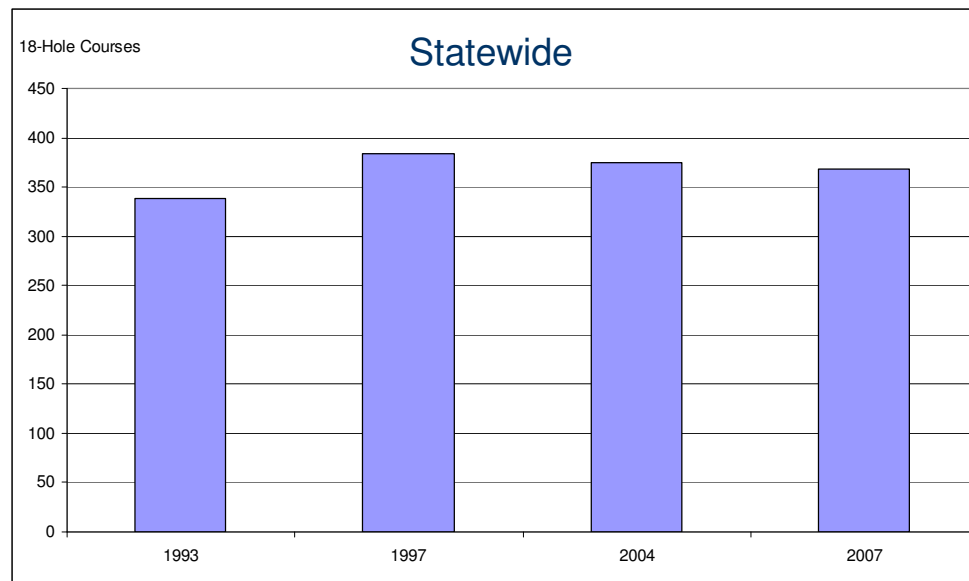
- Product Inventory
- Capital Investment
- Visitation
- Visitor Expenditures
- Taxes Generated

# Hotel Room Inventory



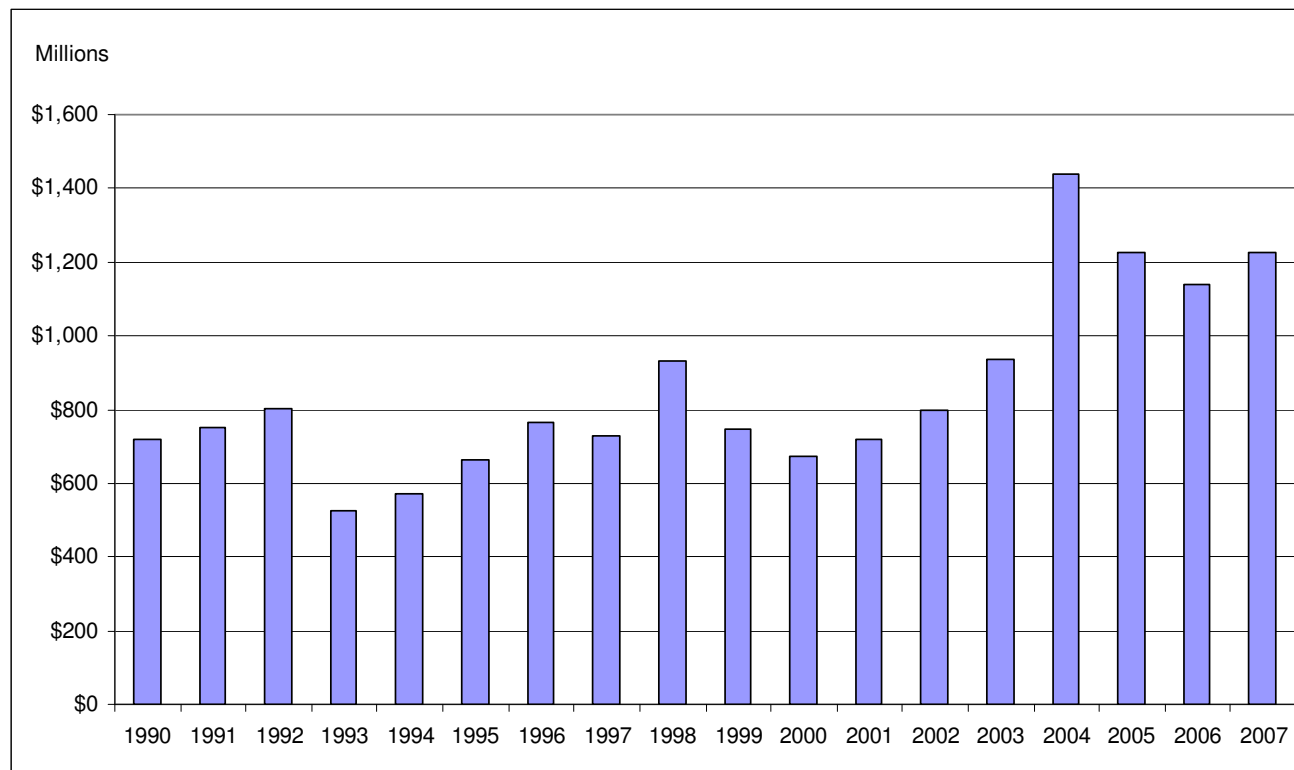
Source: Smith Travel Research Inc.

# Golf Course Inventory



- In 1786, America's first golf course was built in Charleston SC
- In 1950, Myrtle Beach had just 2 golf courses. Between 1985 and 1995, the number of courses in Myrtle Beach doubled from 40 to over 80.

# Capital Investments

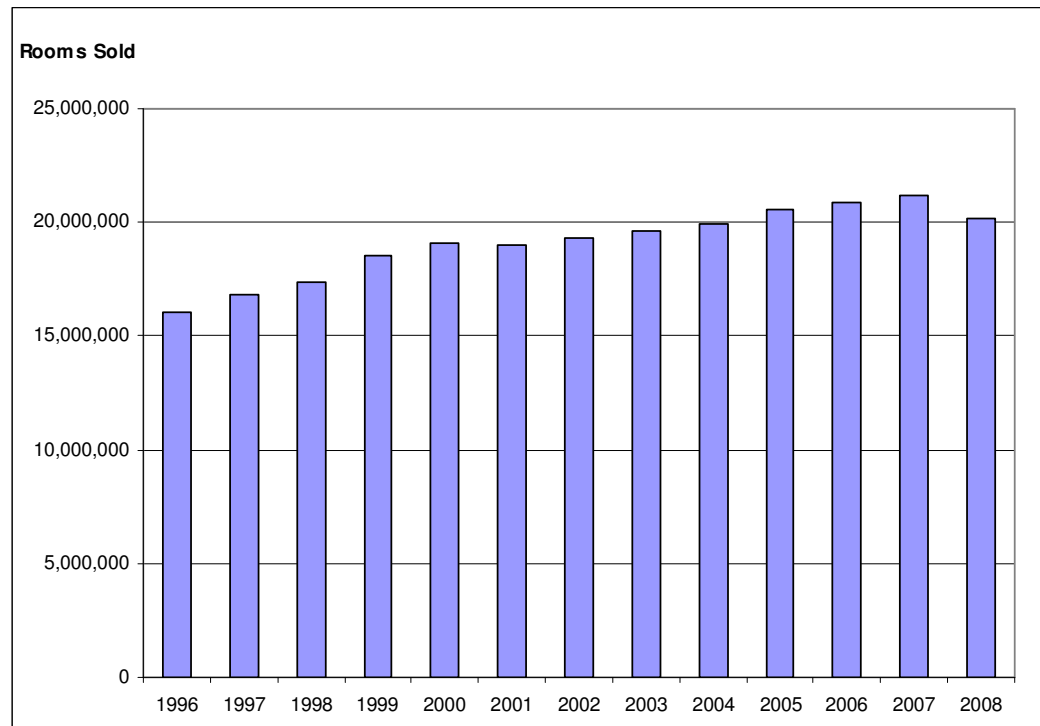


Source: FW Dodge Reports from McGraw-Hill

# Visitation Estimates

- Domestic visitation estimates based on syndicated national surveys since 1990 average 28.5 million annually
- Canadian visitation estimates based on *Statistics Canada* data range from 500,000 to 850,000 since 1990
- Estimates from the U.S. Dept of Customs' I-94 data indicate that South Carolina is the first or primary destination for approximately 80,000 overseas visitors annually
- The US Department of Commerce, Office of Travel and Tourism Industries' In-flight Survey estimates South Carolina receives on average about 150,000 overseas visitors annually, almost double the number captured in the U.S. Dept of Customs' I-94 data

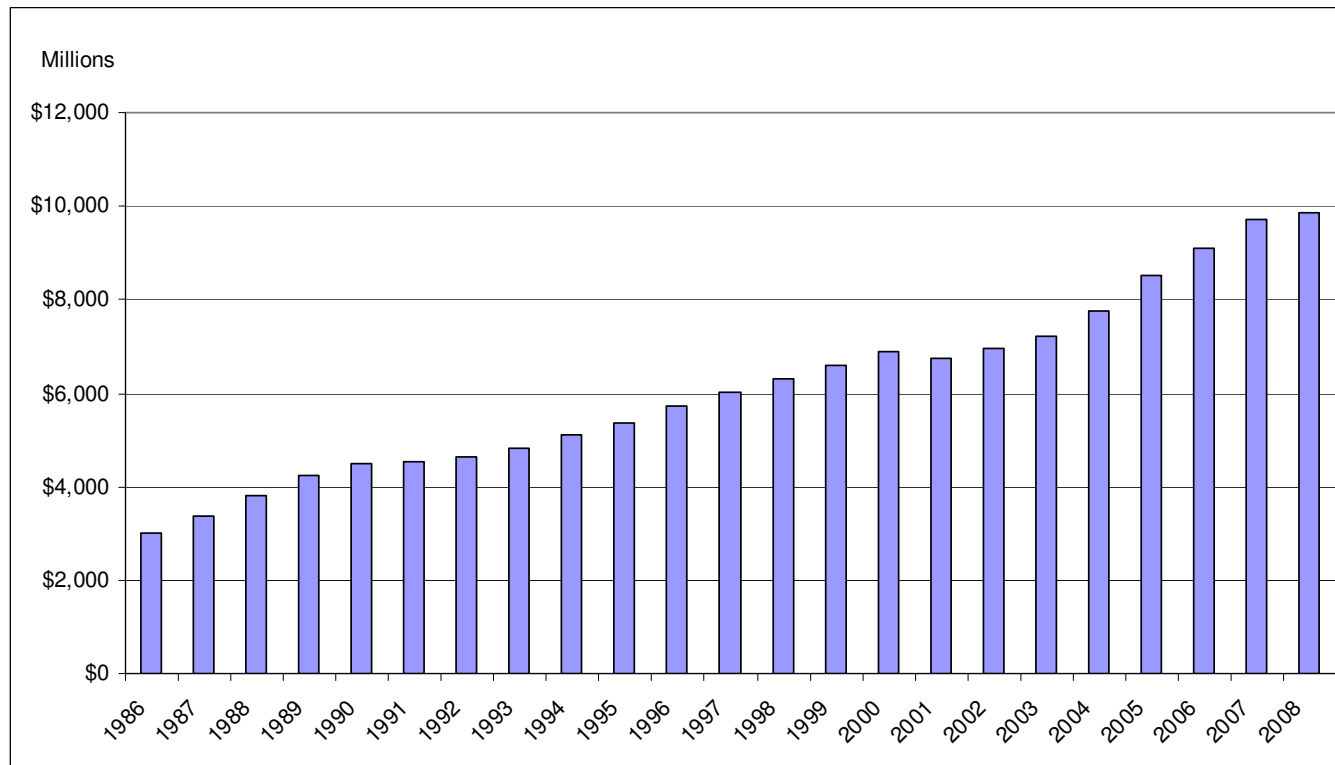
# Hotel Room Demand



Source: Smith Travel Research for properties w/ 20+ rooms

Note: According to TNS Travelsmerica, about 45% of domestic trips to SC include an overnight stay in a hotel/motel.

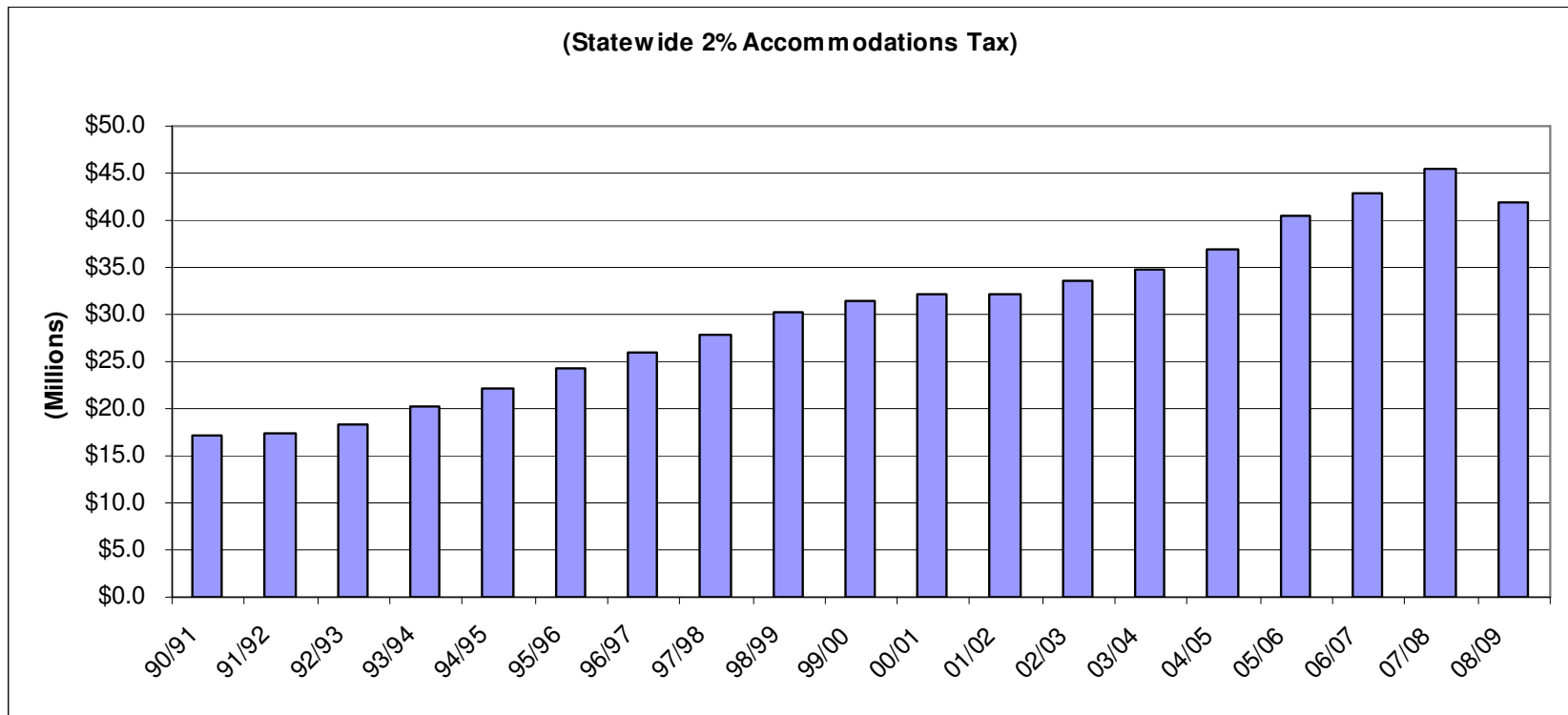
# Domestic Visitor Expenditures



Source: U.S. Travel Association

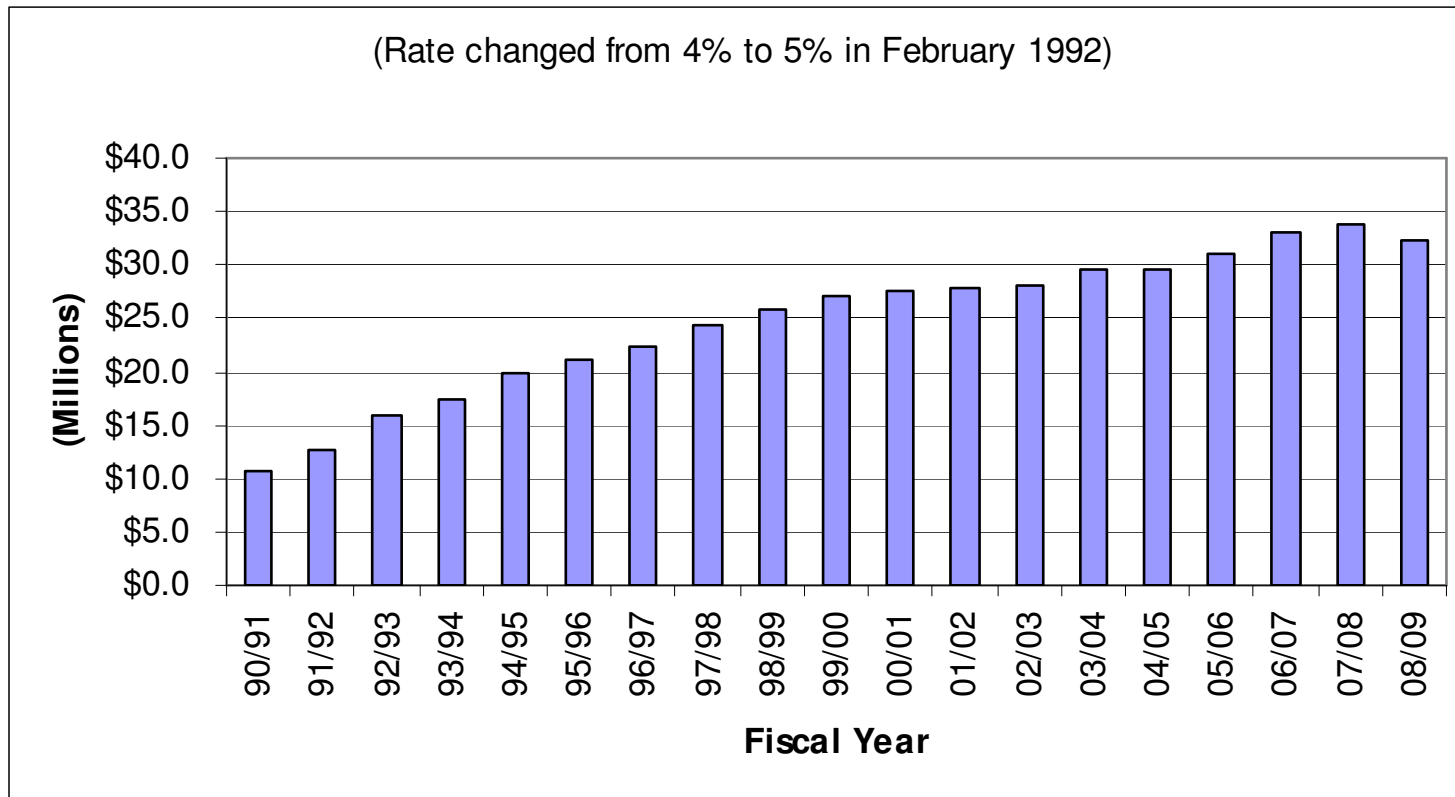


# Accommodations Tax Collections



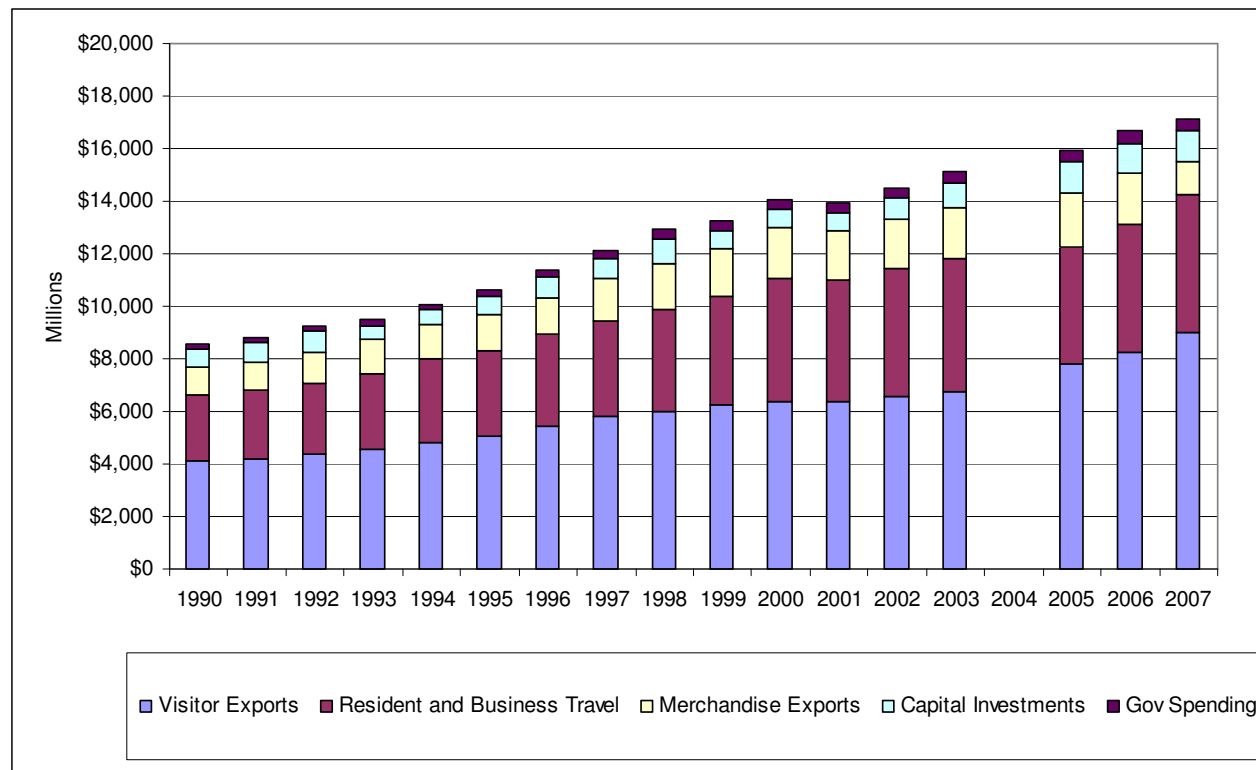
Source: SC Dept of Revenue

# Admissions Tax Collections



Source: SC Dept of Revenue and SC PRT

# Tourism's Economic Contribution to SC



Source: SC PRT with U.S. Travel Association and Tourism Economics