

# Myrtle Beach Area Hospitality Industry: Trends and Outlook

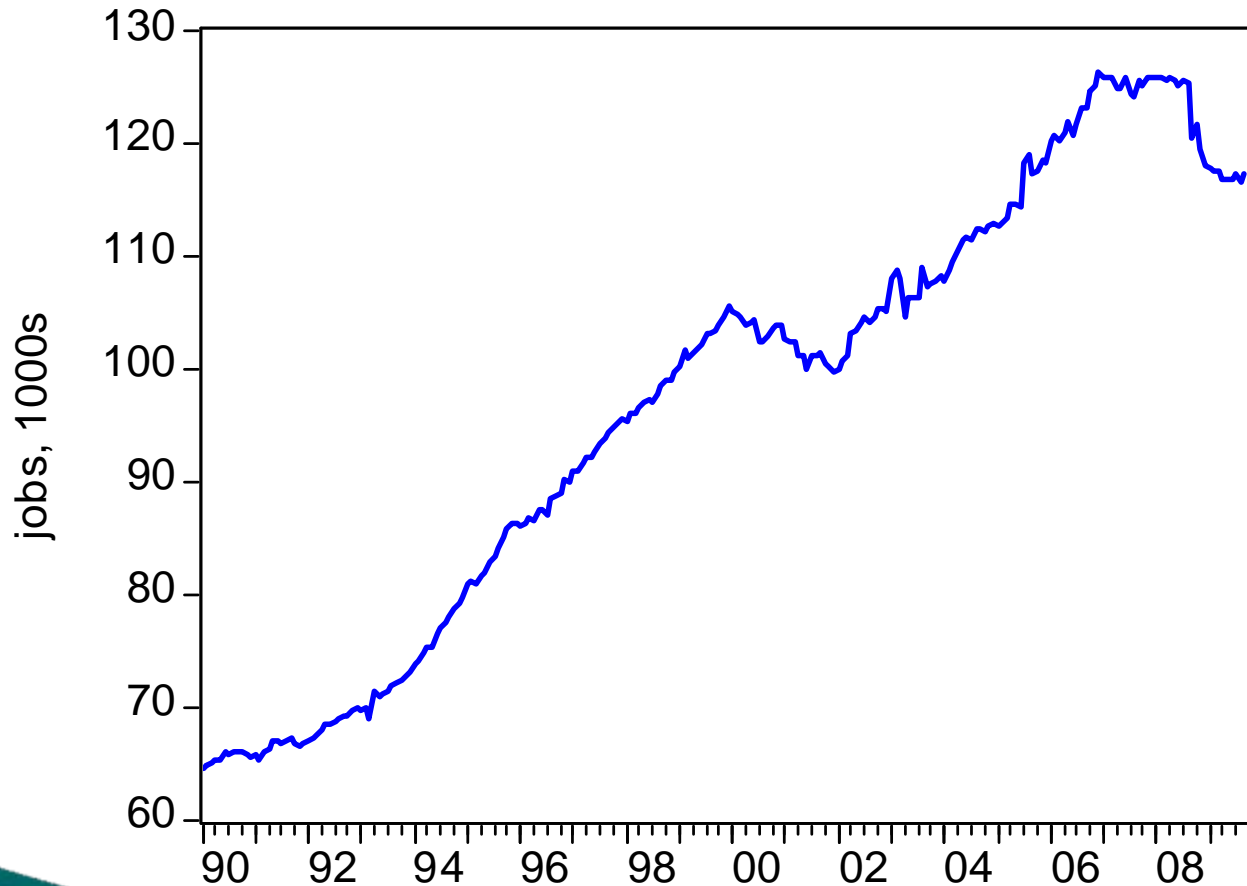
Presented to the  
Myrtle Beach Area Hospitality Association

November 18, 2009

Dr. Don Schunk  
Research Economist  
BB&T Center for Economic & Community Development  
Coastal Carolina University

# Myrtle Beach MSA Employment

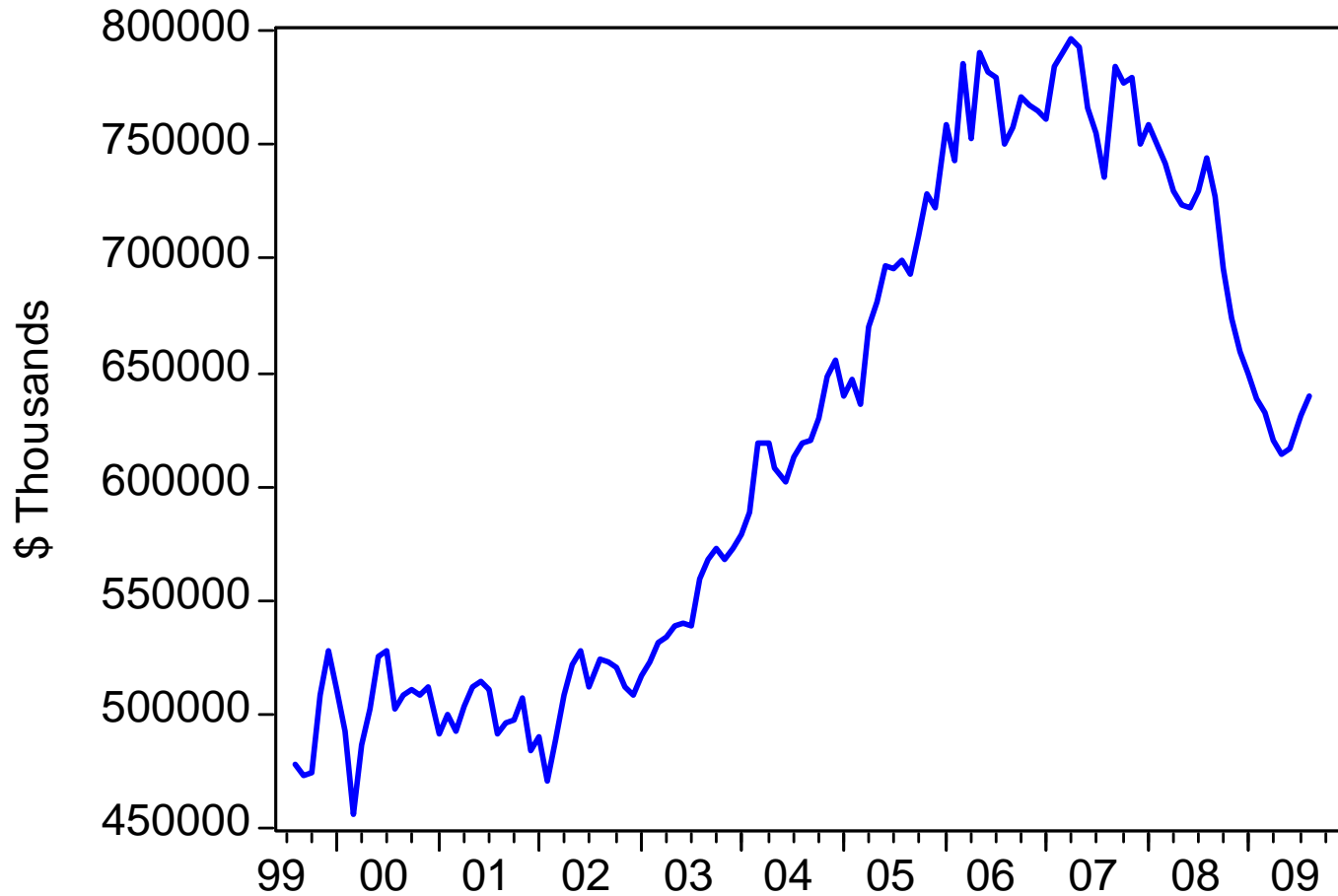
Jan. 1990 – Sept. 2009



# Tracking Local Hospitality Industry Trends

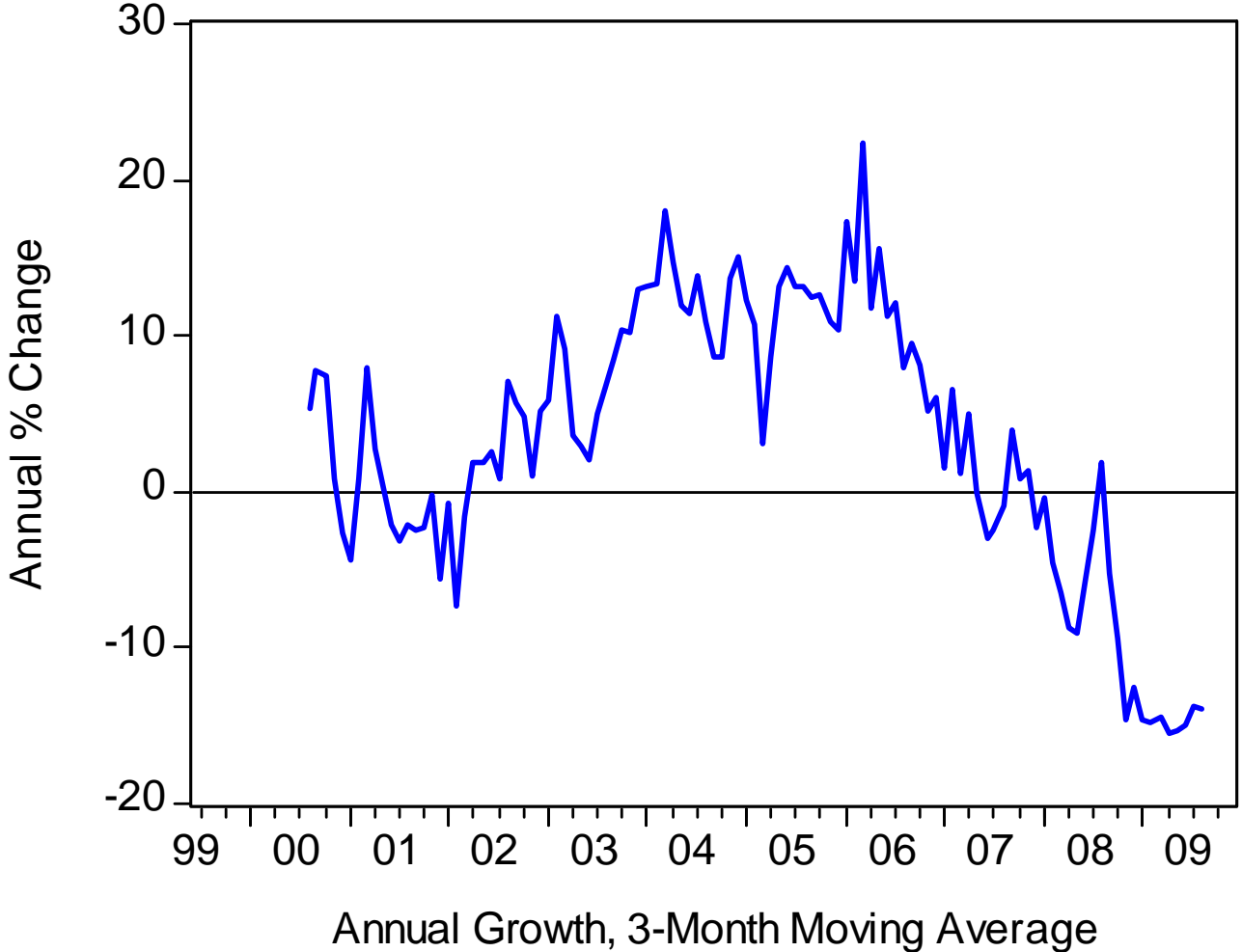
- Measuring Spending
  - 1% Hospitality Fees on Food, Rentals, Admissions (cities, unincorporated areas)
  - 1 ½% Countywide Hospitality Fees
  - ½% Local Accommodations Taxes
  - 2% State Accommodations Taxes
  - 5% State Admissions Taxes
  - Total Gross Retail Sales
- Measuring Employment
  - BLS/SCES Data on Jobs by Industry:
    - Accommodations
    - Food and Beverage
    - Arts and Recreation
- Measuring Visitation
  - Occupancy Rates, Average Daily Rates, RevPAR

# Horry County Gross Retail Sales



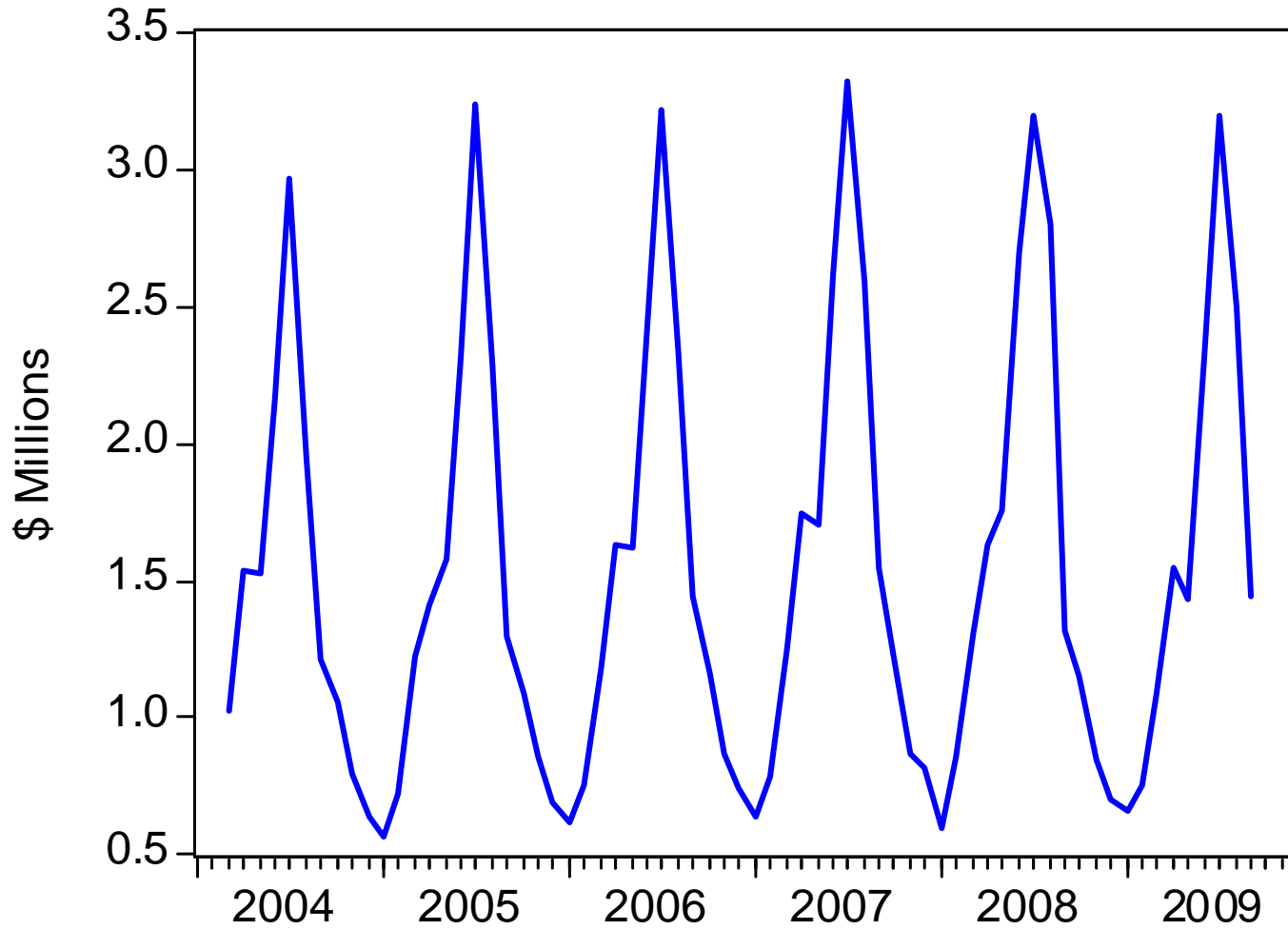
Seasonally Adjusted, 3-Month Moving Average

# Horry County Gross Retail Sales

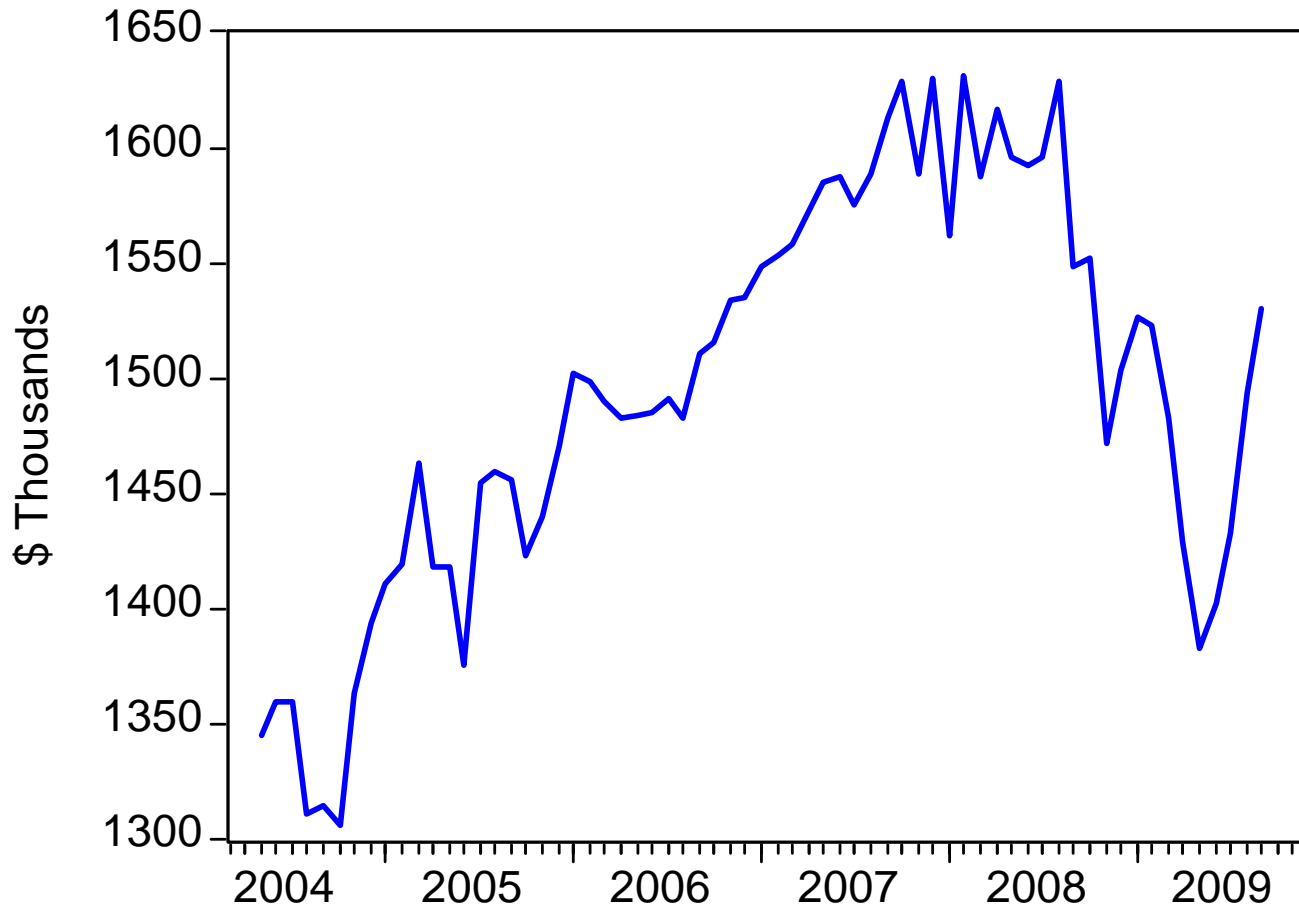


# Tracking Spending via Hospitality Fees

# Combined 1% Hospitality Fees

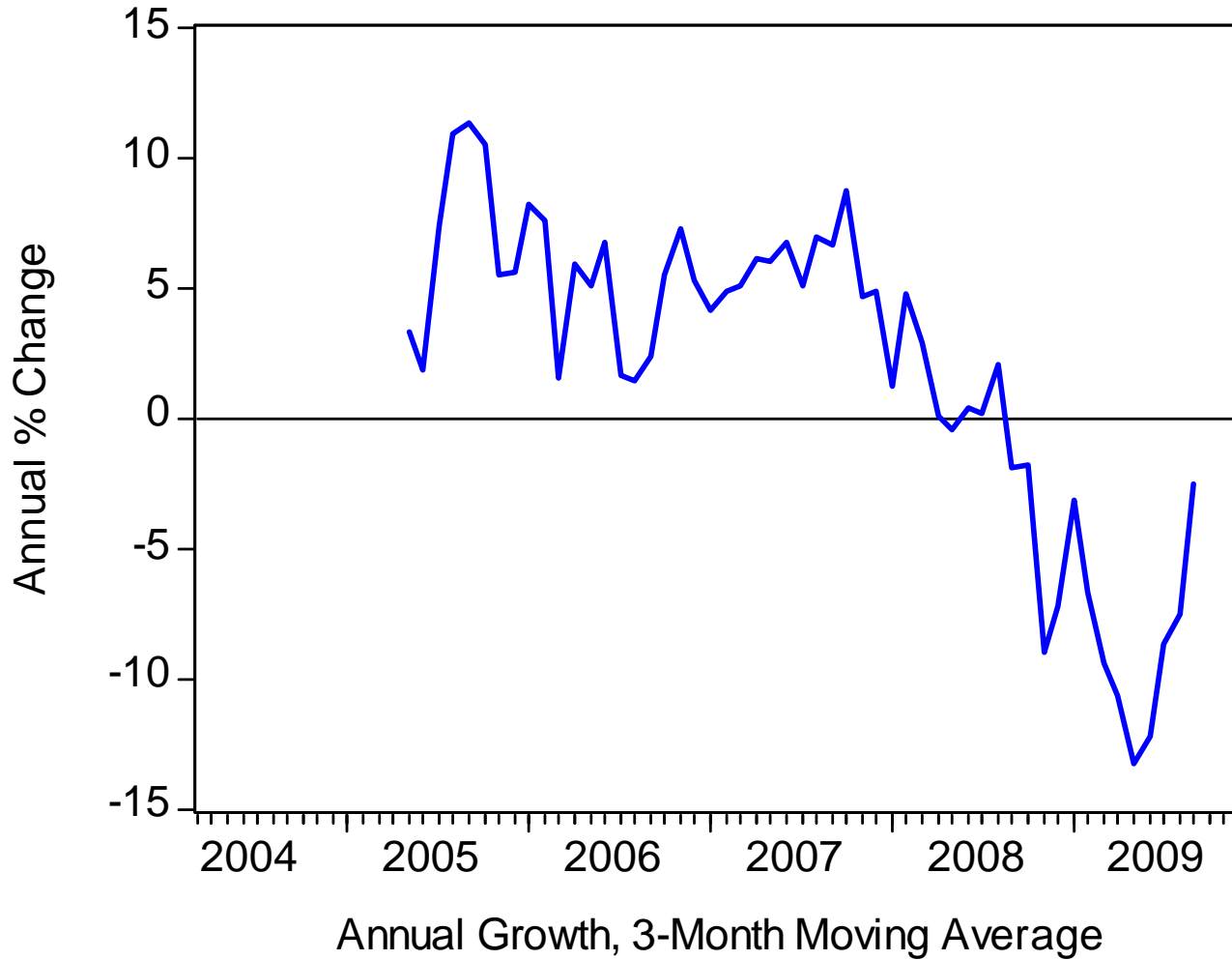


# Combined Local 1% Hospitality Fees

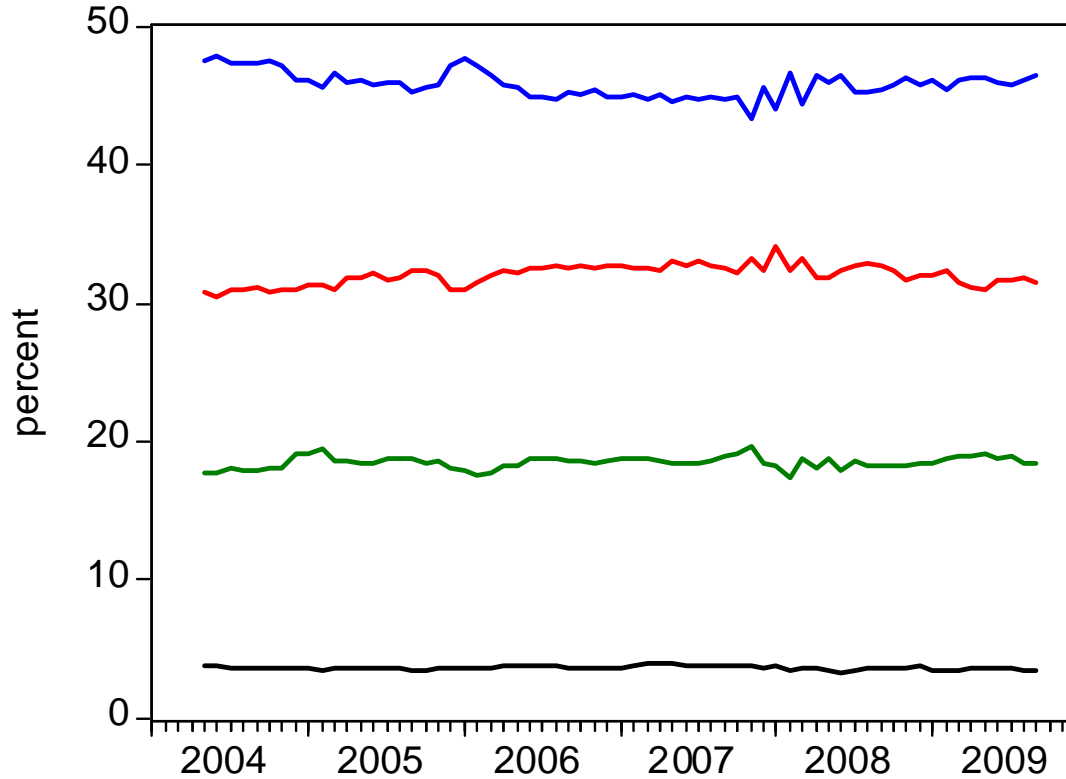


Seasonally Adjusted, 3-Month Moving Average

# Combined Local 1% Hospitality Fees

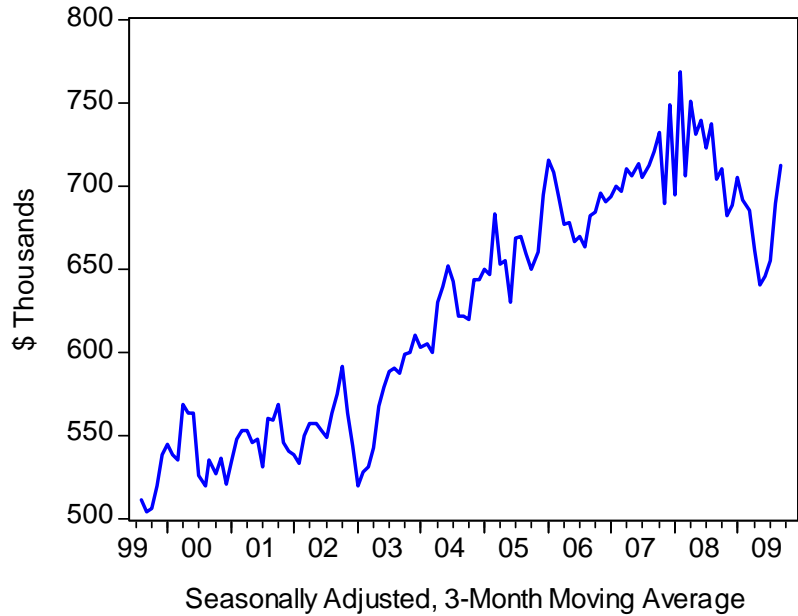


### Share of Hospitality Fee Collections

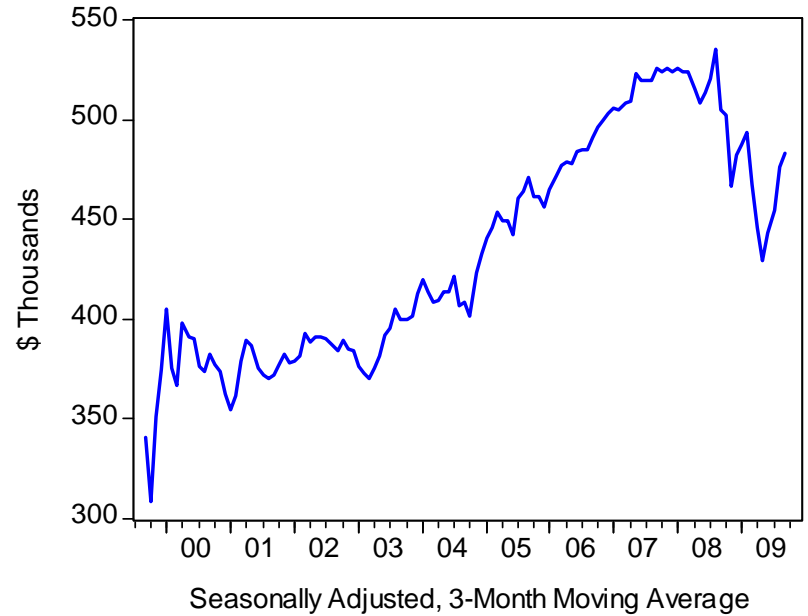


- Myrtle Beach
- Unincorporated Horry
- North Myrtle Beach
- Surfside Beach

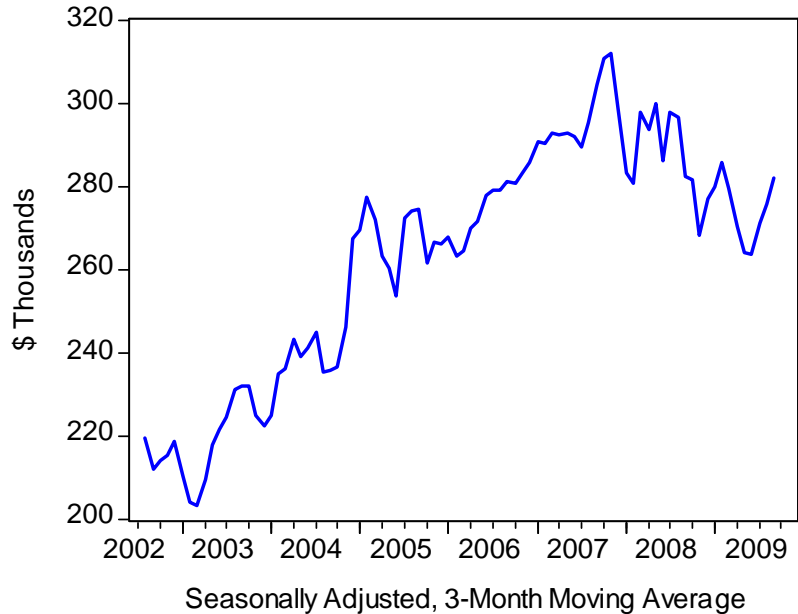
City of Myrtle Beach Hospitality Fee



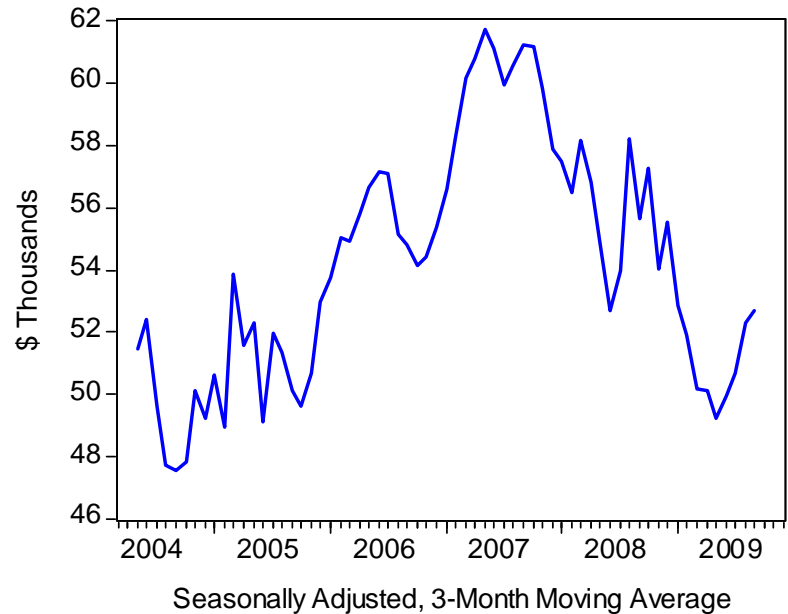
Horry County (Unincorporated) 1% Hospitality Fee



North Myrtle Beach Hospitality Fee

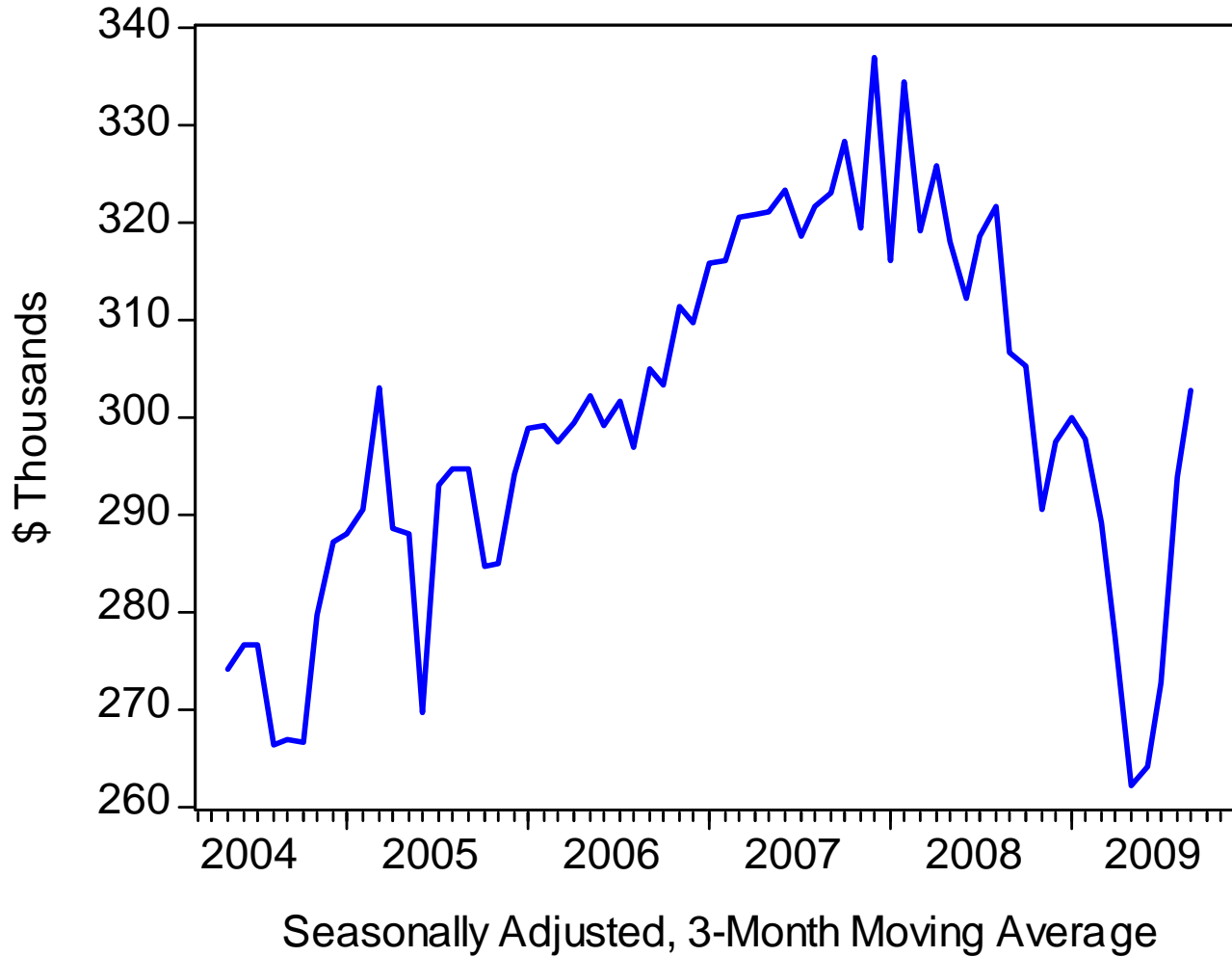


Surfside Beach 1% Hospitality Fee

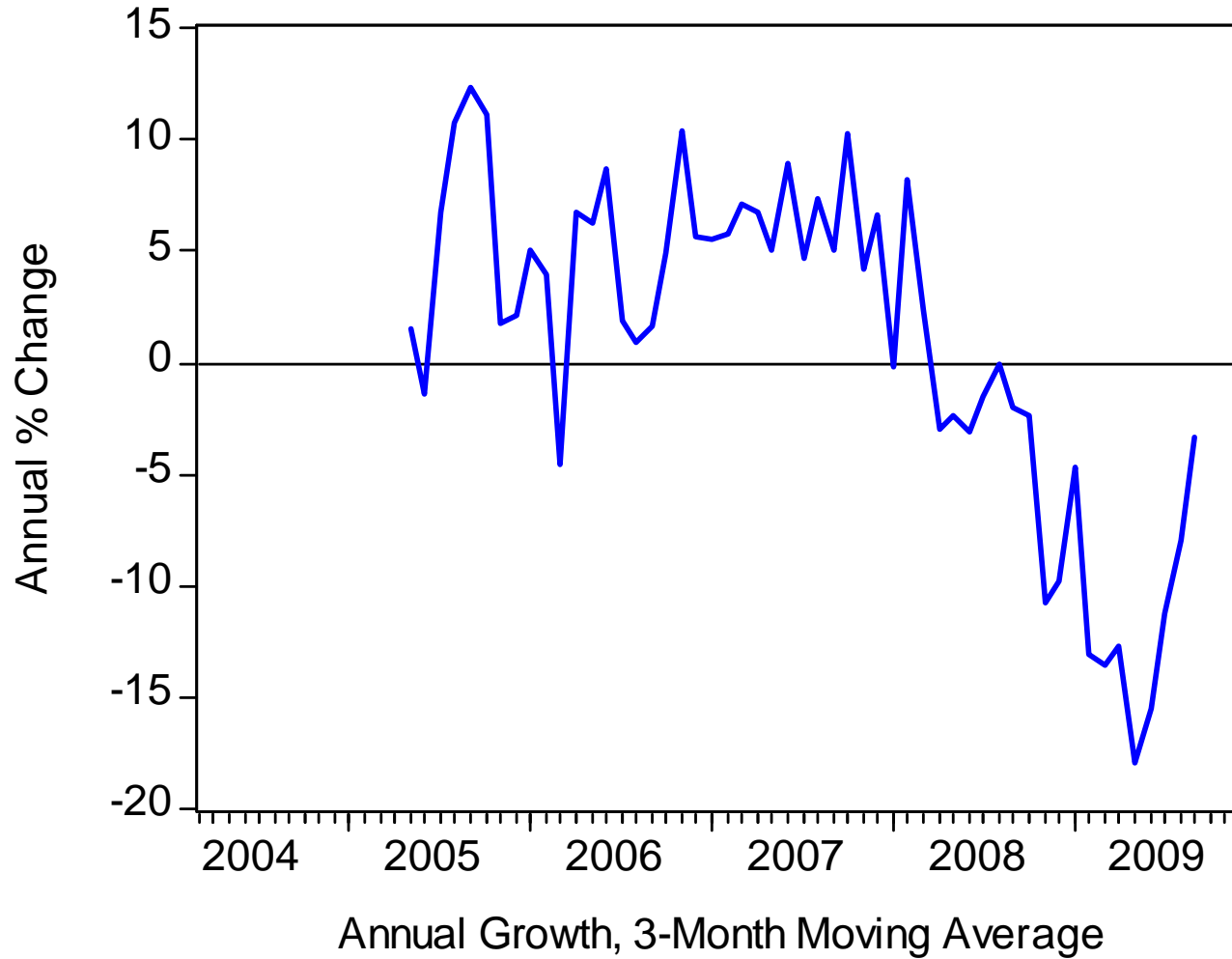


# Tracking Spending on Lodging by Local A-Tax Collections

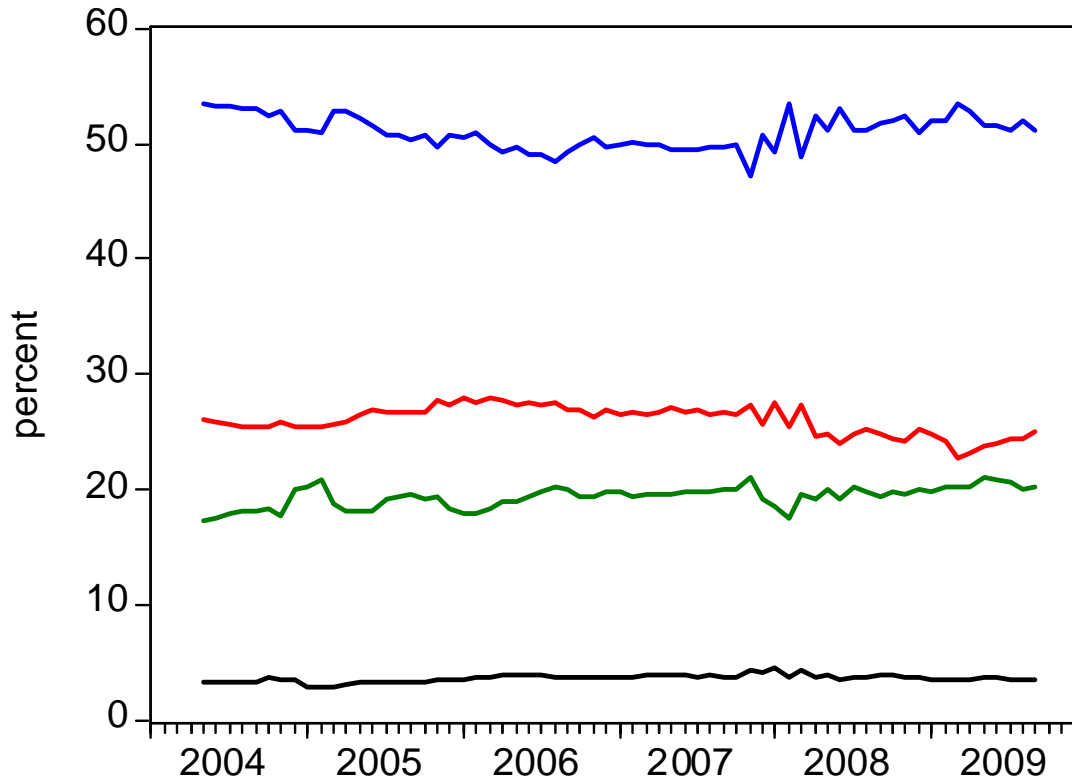
# Combined Local 1/2% A-Tax



# Combined Local 1/2% A-Tax

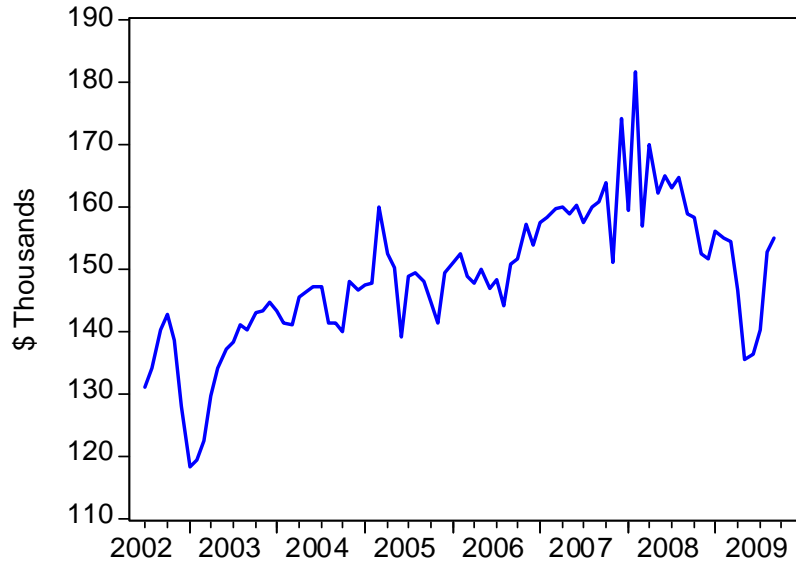


# Share of Local A-Tax Collections

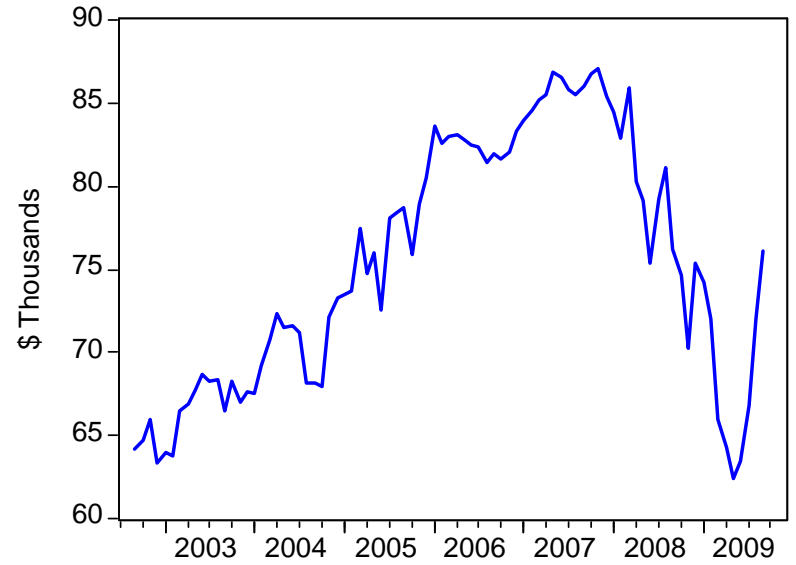


- Myrtle Beach
- Unincorporated Horry
- North Myrtle Beach
- Surfside Beach

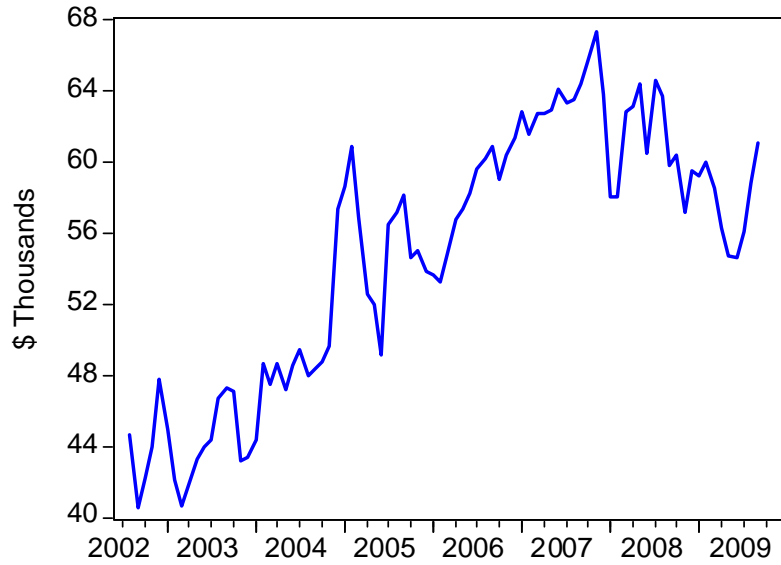
City of Myrtle Beach 1/2% A-Tax



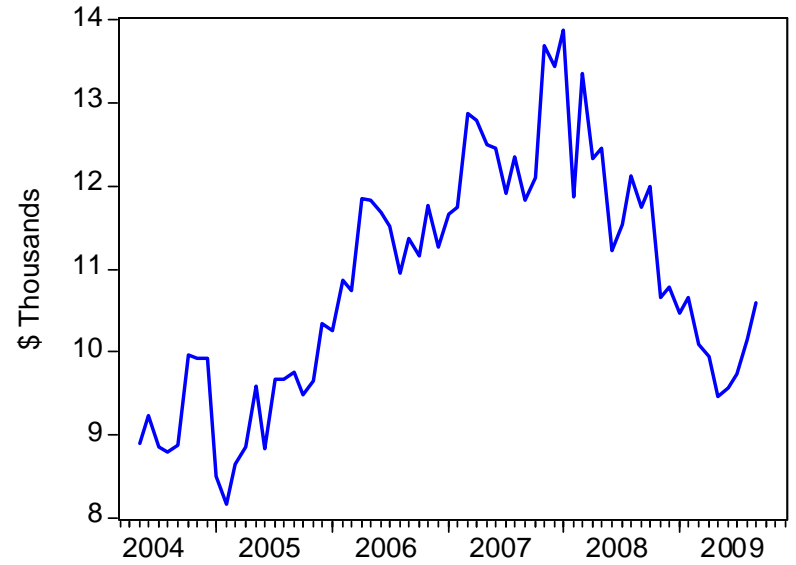
Horry County (Unincorporated) 1/2% A-Tax



City of North Myrtle Beach 1/2% A-Tax

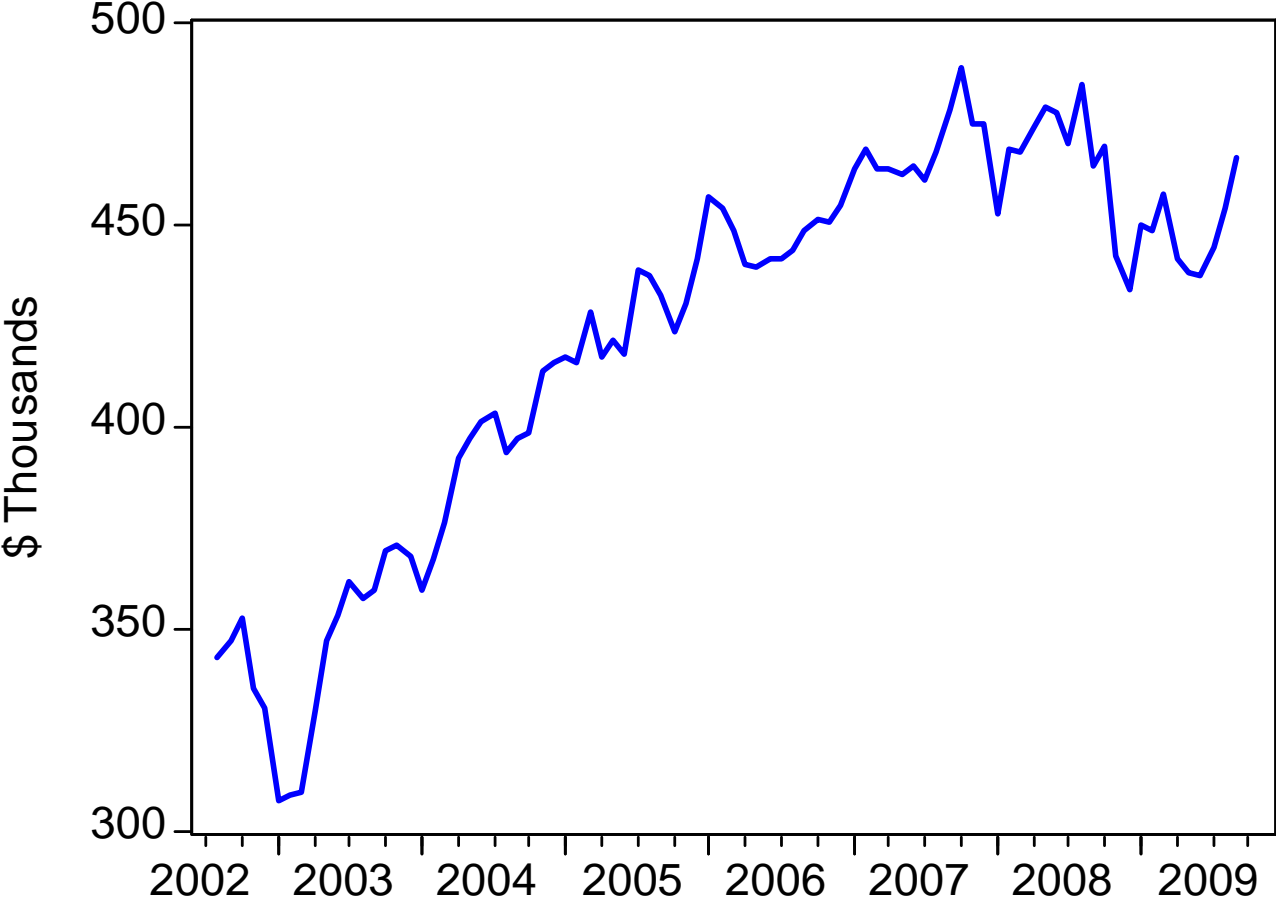


Surfside Beach 1/2% A-Tax



# Tracking Food and Beverage Spending

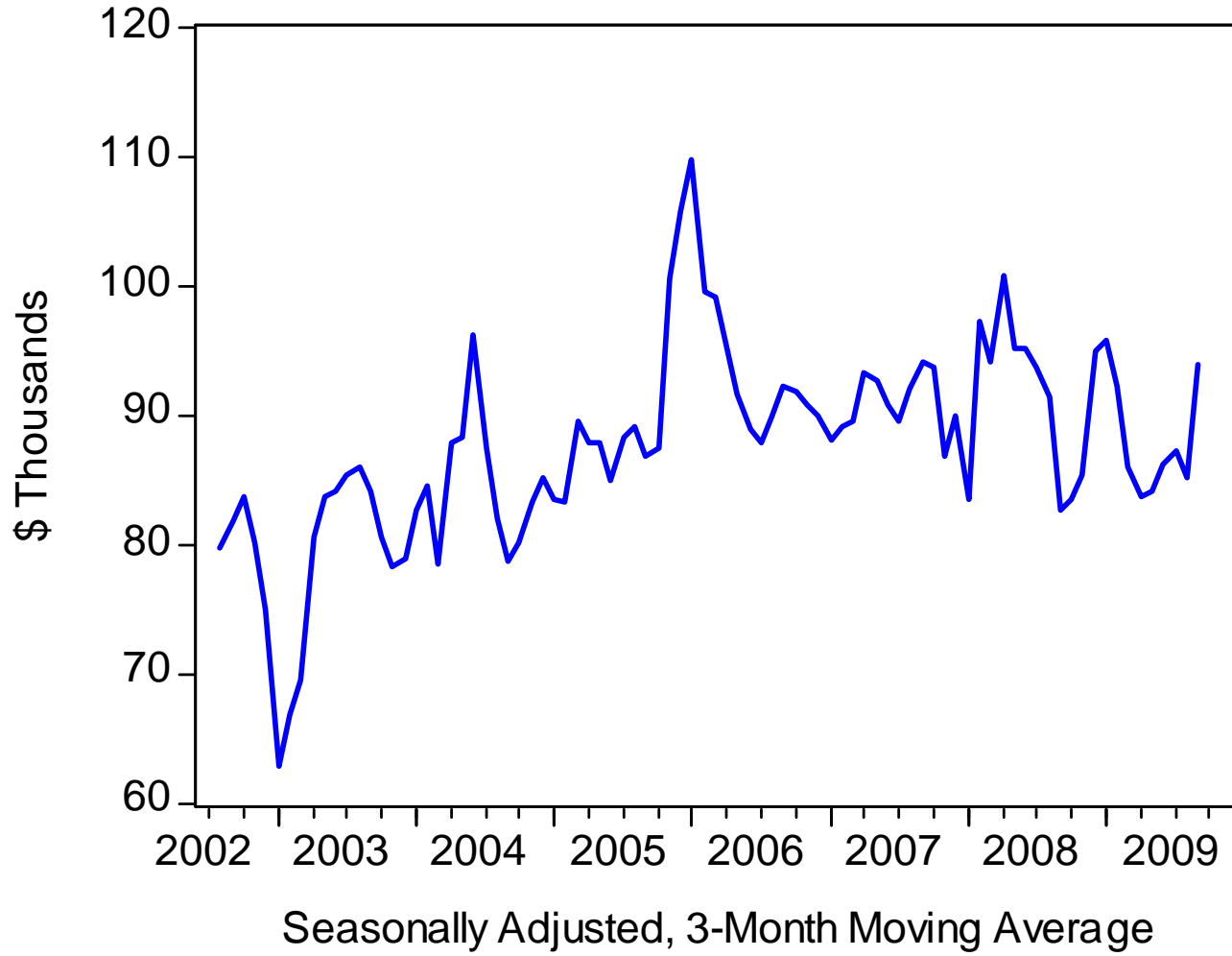
# MB and NMB Hospitality Fees: Food



Seasonally Adjusted, 3-Month Moving Average

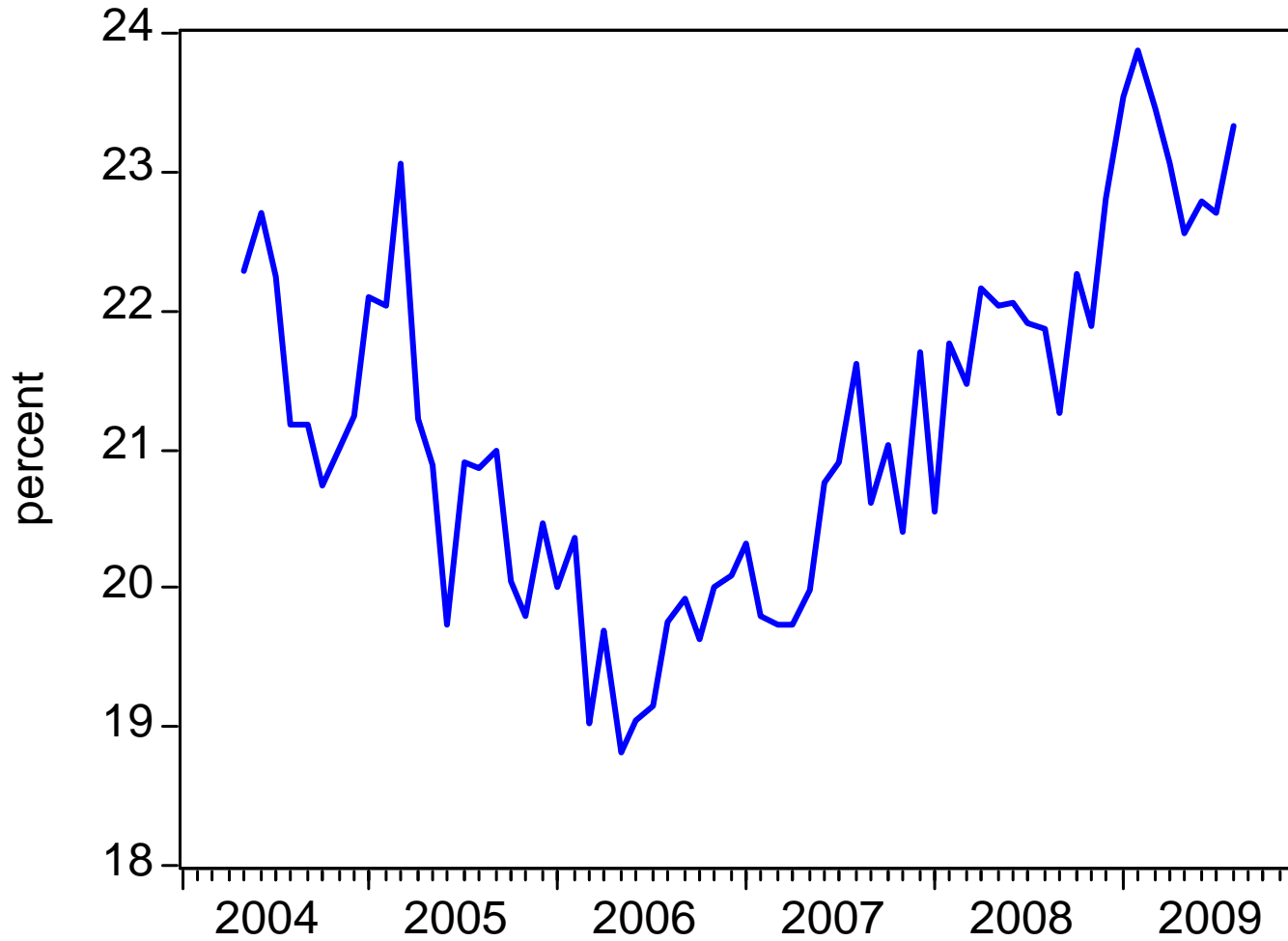
# Tracking Spending on Admissions

# MB and NMB Hospitality Fees: Admissions

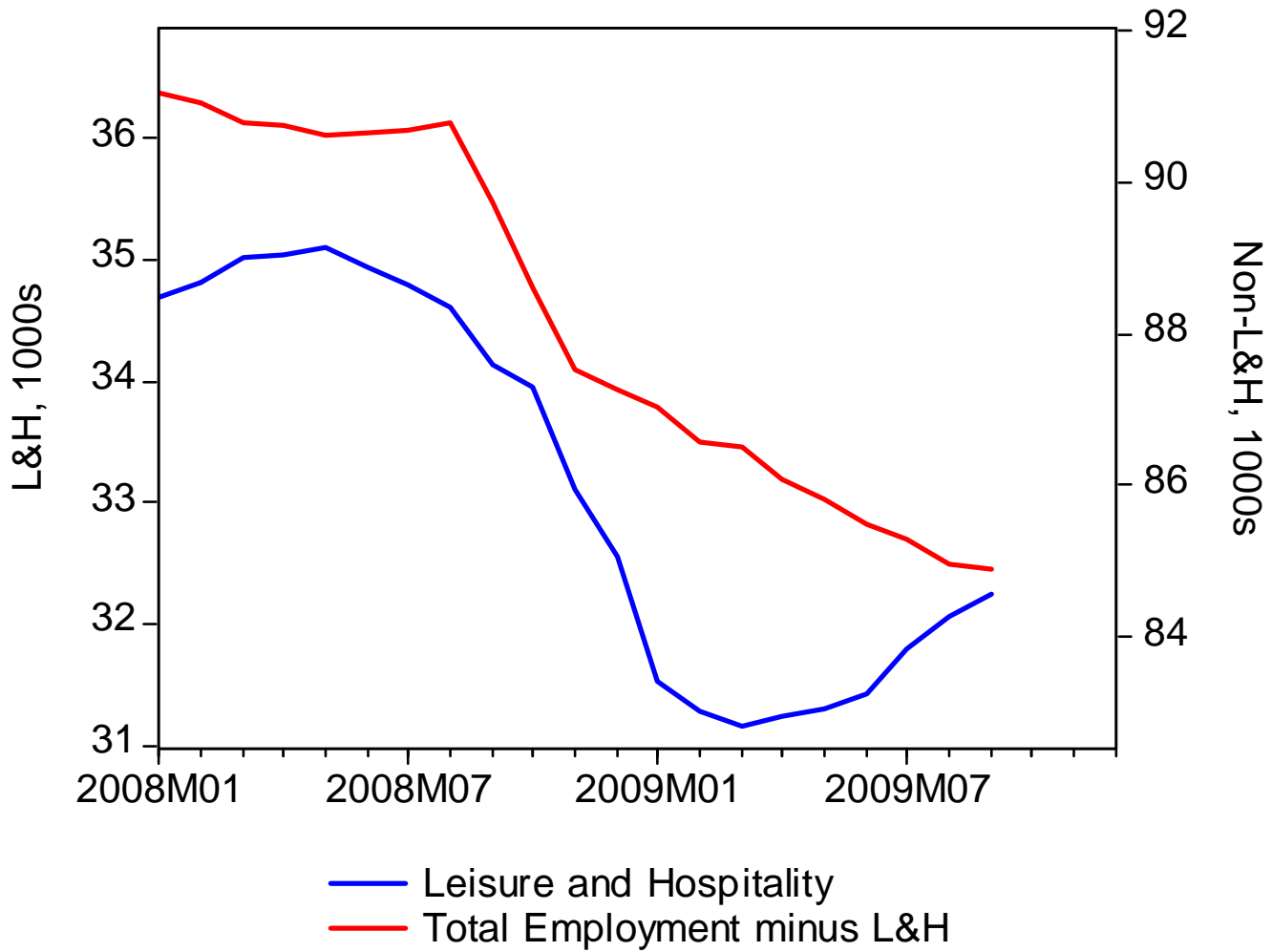


# The Larger Context

# Hospitality Spending as a % of Total Retail Sales



# Myrtle Beach MSA Employment Trends



# Myrtle Beach MSA Total Employment

