

Waccamaw Regional Economic Outlook

Winter 2012

February 7, 2012

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Grand Strand Economic Outlook: Winter 2011-2012

Presented to: The Waccamaw Regional Council of Governments' Grand Strand Economic Outlook Board

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February 2012

	Value			Percent Change from Previous Year		
	History	Forecast	Forecast	History	Forecast	Forecast
	Previous Quarter Fall 2011	Current Quarter Winter 2011	Next Quarter Spring 2012	Previous Quarter Fall 2011	Current Quarter Winter 2011	Next Quarter Spring 2012
Airport Deplanements (thousands)	196.8	111	215.4	-10.6	0.3	-10.1
Port Tonnage (thousands)	138.3	139.9	150.5	200.9	86.2	58.4
Occupancy Rate (Full Week)	41.0	28.1	53.2	0.4	1.8	0
Average Daily Rate (Full Week)	67.1	56.2	98.7	0.24	1.37	8
Horry County 1.5% Hosp. Fee Revenue (\$millions)	\$ 5.9	\$ 3.5	\$ 7.3	3.1	7.7	3.8
Accommodations Tax Revenue (\$millions)	\$ 2.8	\$ 1.1	\$ 3.7	4.2	15.2	3.4
Admissions Tax Revenue (\$millions)	\$ 2.0	\$ 1.1	\$ 2.9	7.9	15.8	9.9
Regional SF Building Permits	343	328	404	8.2	4.8	-3.6
Regional MF Building Permits*	539	11	35	2056	63.7	0
Retail Sales (\$millions)**						
Georgetown County**	\$ 293.4	\$ 382.6	\$ 290.0	-81	-64	0
Horry County**	\$1,974.1	\$1,748.3	\$2,000.9	-2.3	-3.6	0.1
Employment (thousands)						
Georgetown County	27	26.5	27.7	0.6	1.2	2.5
Horry County	118.7	112.6	122.4	1.3	1.2	2.3
Unemployment Rate						
Georgetown County	10.2	11.3	9.5	-0.9	-0.9	-1.1
Horry County	10.4	12.7	9.6	-0.9	-0.4	-1

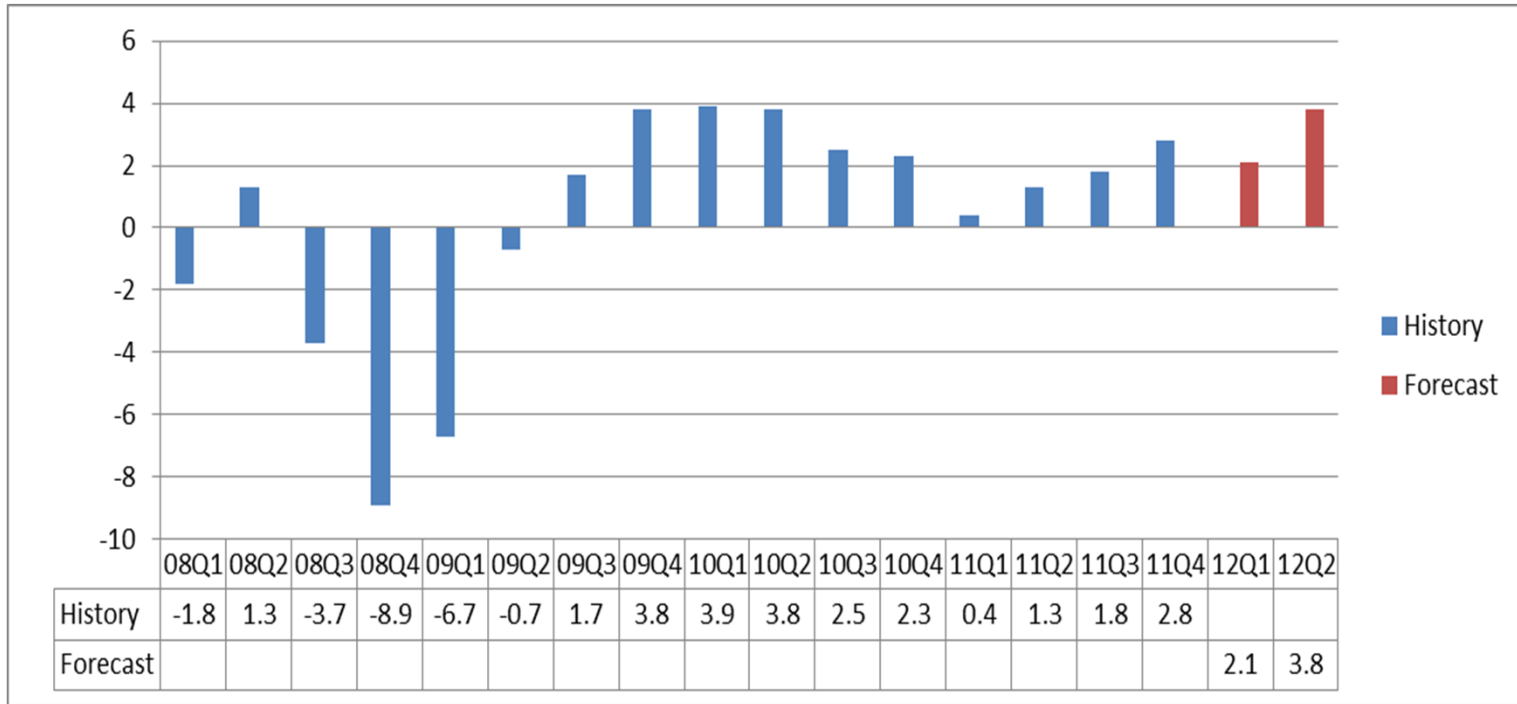
Notes: Spring quarter is March - May, Summer is June - August, Fall is September - November, Winter is December - February. Retail Sales, Accommodations Tax Revenue and Admissions Tax Revenue represent the period of business activity. For example, Accommodations Taxes for Summer represent the business activity incurred during the Summer quarter. Percent change from previous year is relative to the same quarter from the previous year. For example, percent change for Summer 2010 is the percent change between Summer 2009 and Summer 2010. Rate given is absolute change for: Occupancy Rate, ADR and Unemployment Rates. For example, the given change for the Occupancy Rate during Summer 2009 is simply the Summer 2010 Occupancy Rate minus the Summer 2009 Occupancy Rate. **SCDOR Reporting delays skew Retail Sales Year-over-Year comparisons.

*US Department of Housing and Urban Development's State of the Cities Data Systems reports 524 units in multi-family for city of Conway in October 2011, not part of Horry County's reporting.

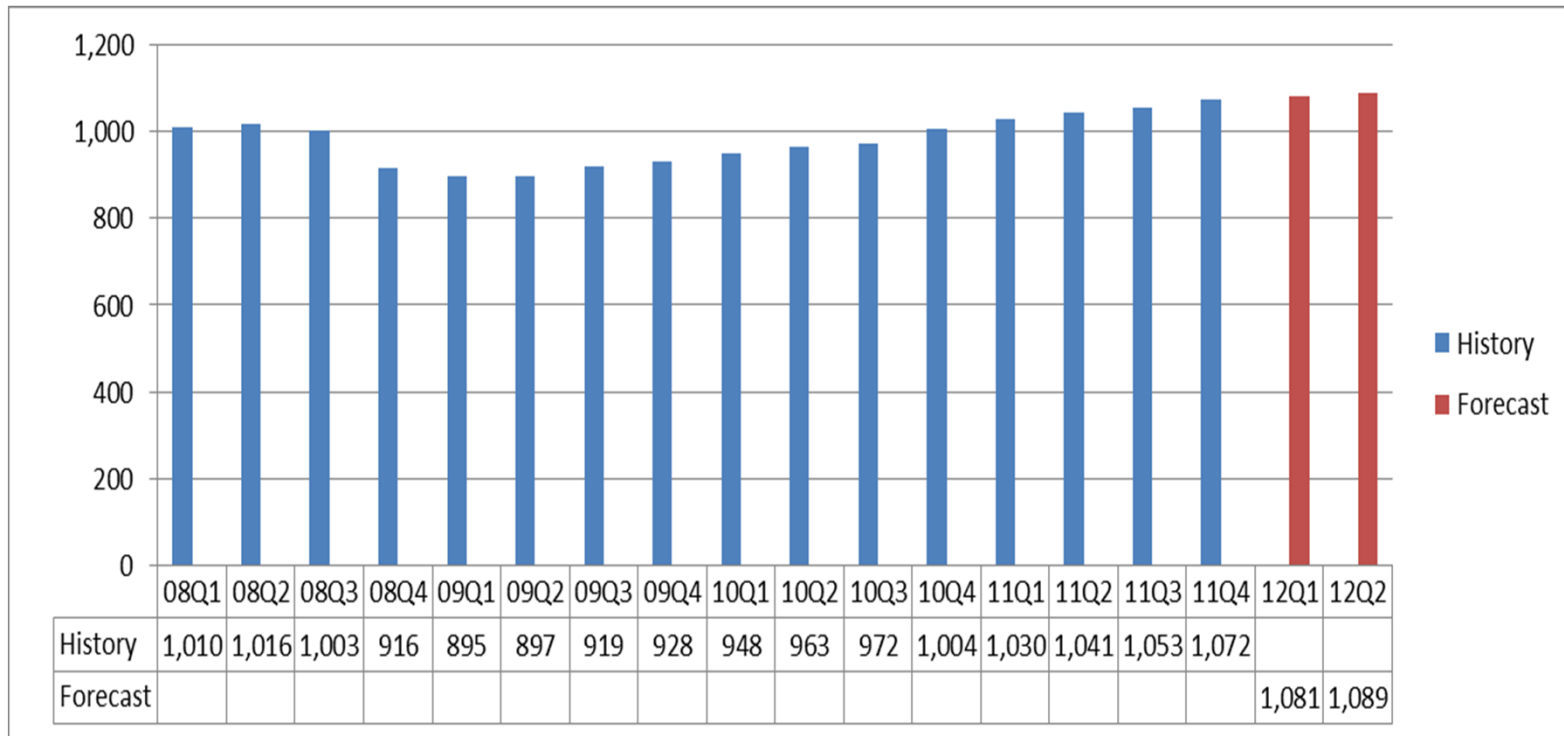
Grand Strand Economic Outlook: Fall and Winter 2011

Questions may be directed to Dr. Rob Salvino, 843-349-2719, rsalvino@coastal.edu

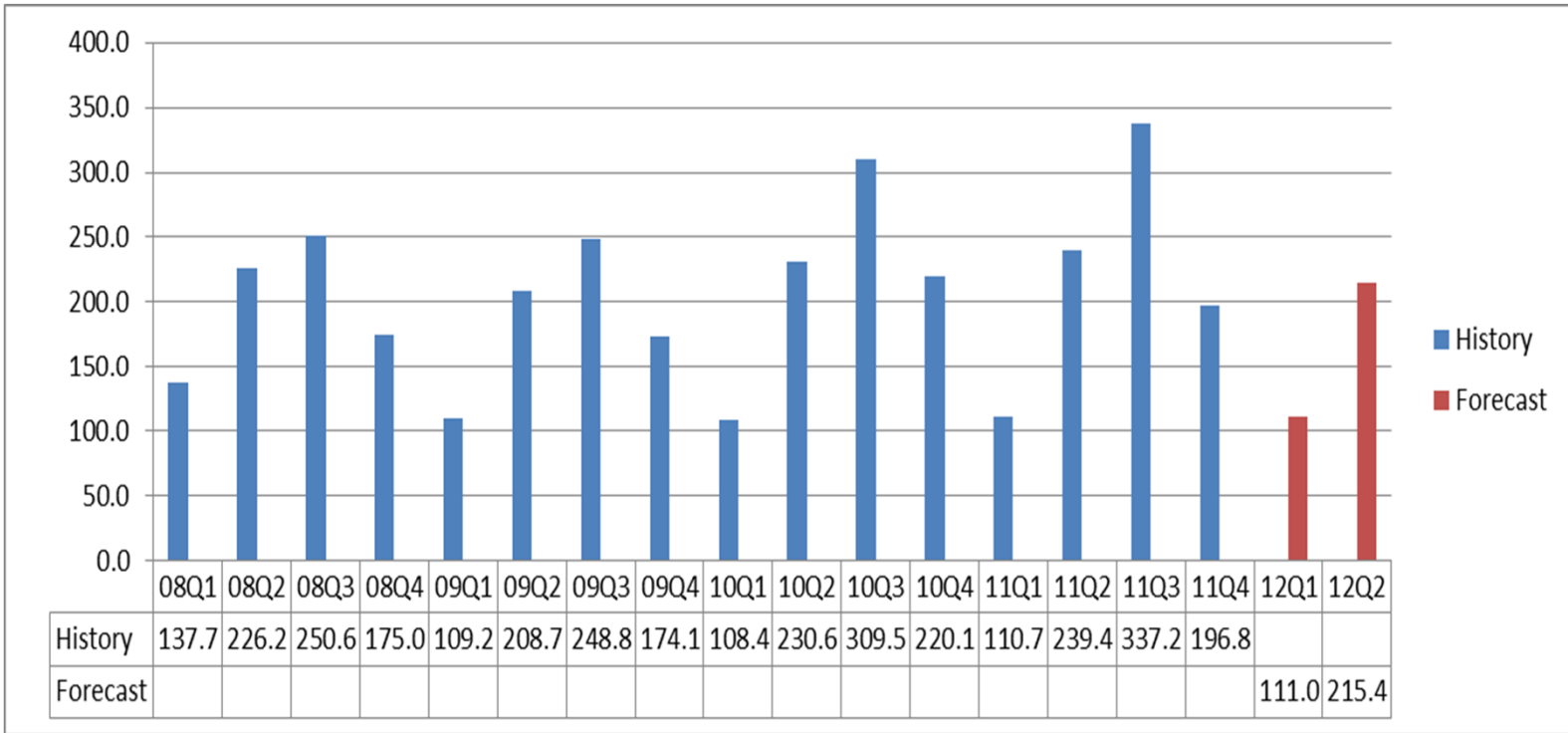
Annualized Real GDP Growth (%)



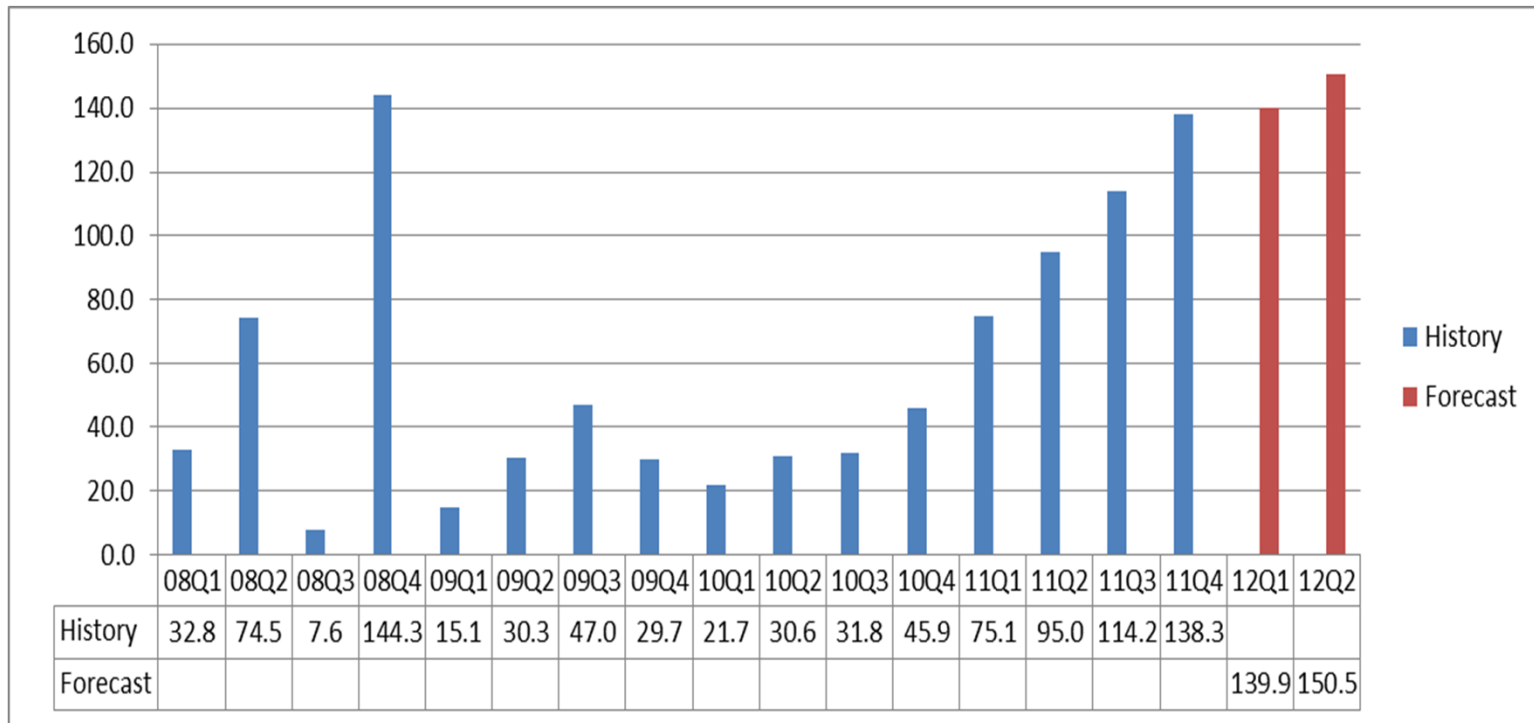
US Retail Sales (\$ Billions)



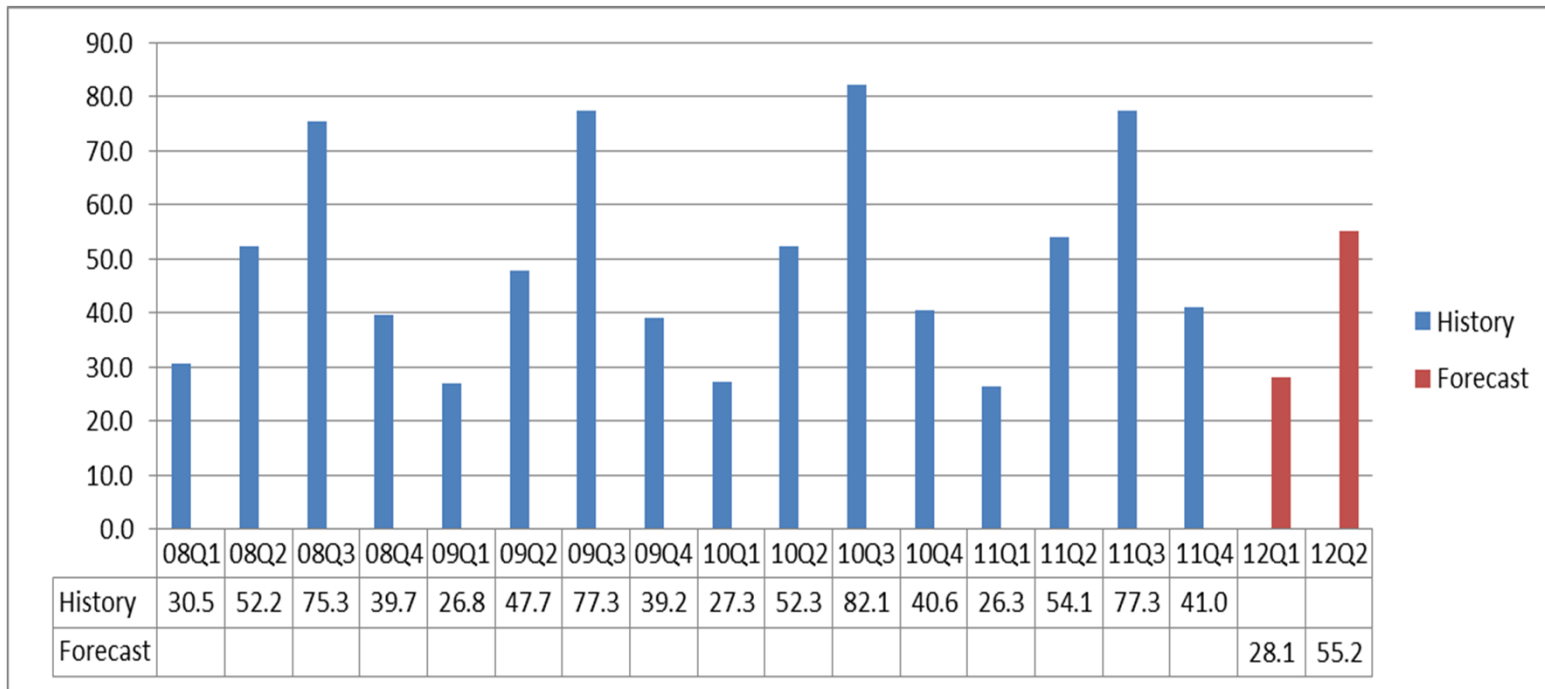
MYB Airport Deplanements (Thousands)



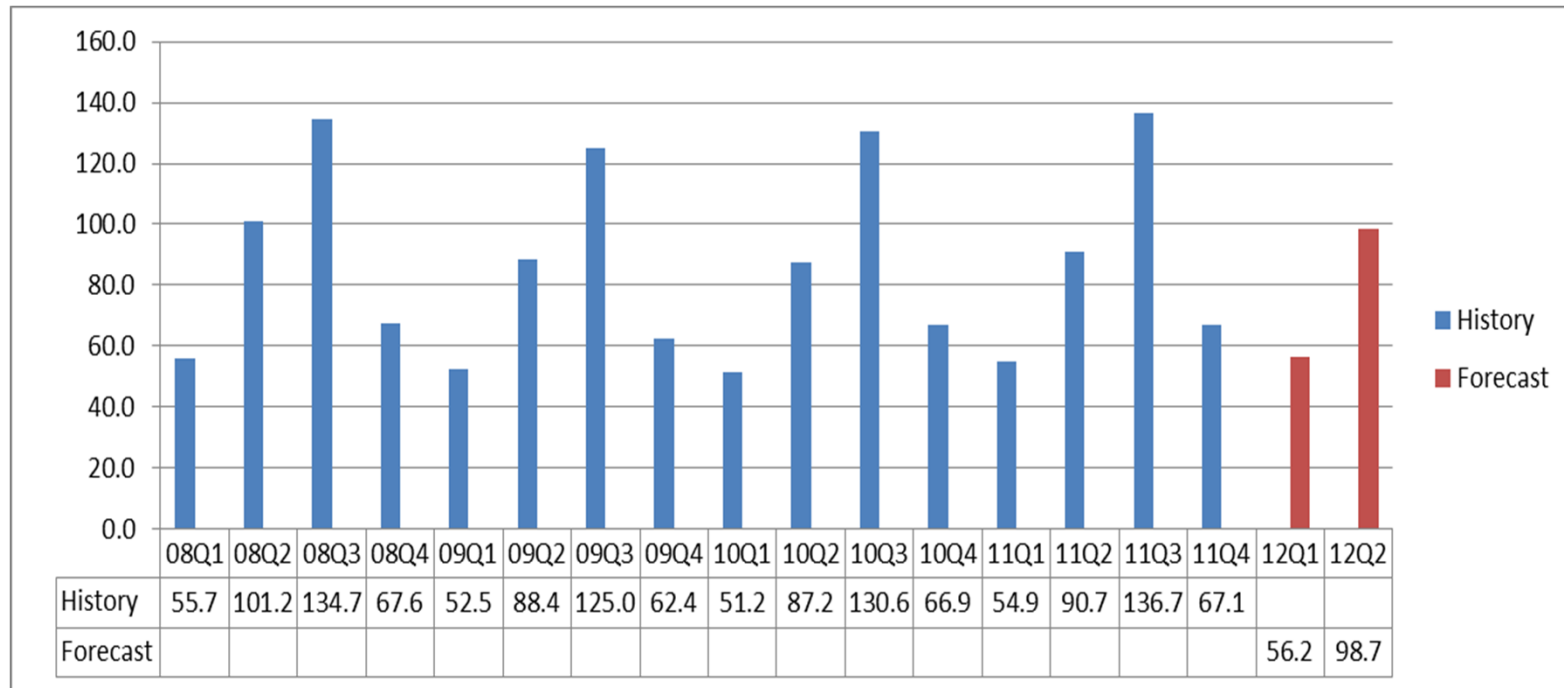
Georgetown Port Tonnage (Thousands)



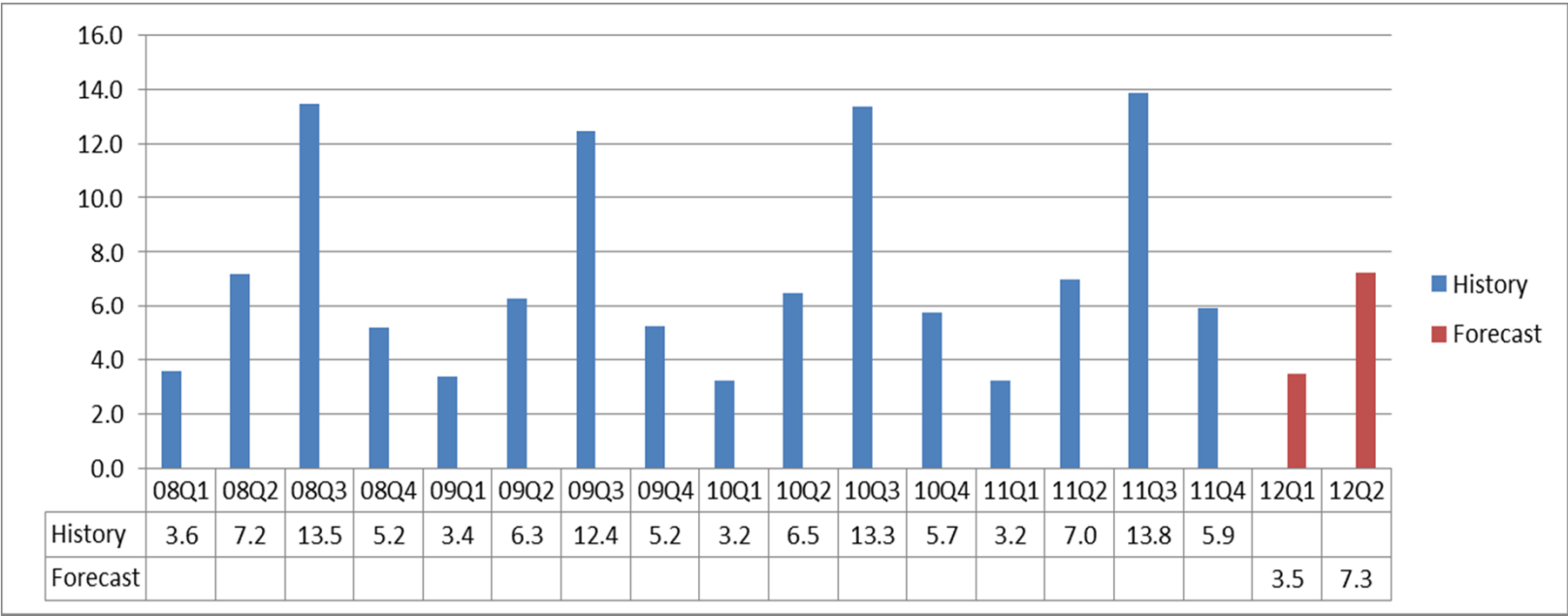
Hotel-Condotel-Campground Occupancy Rate



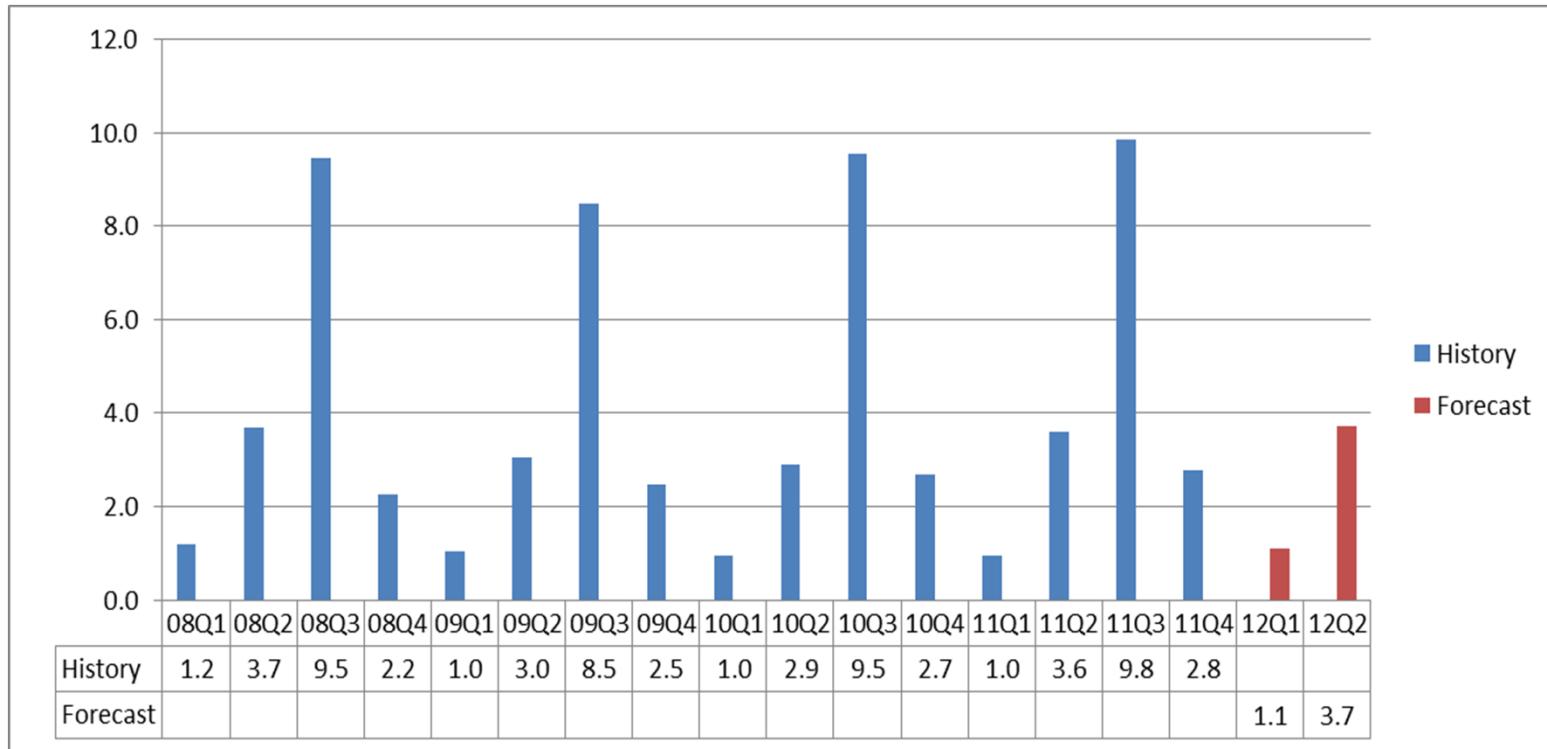
Hotel-Condotel-Campground Average Daily Rate



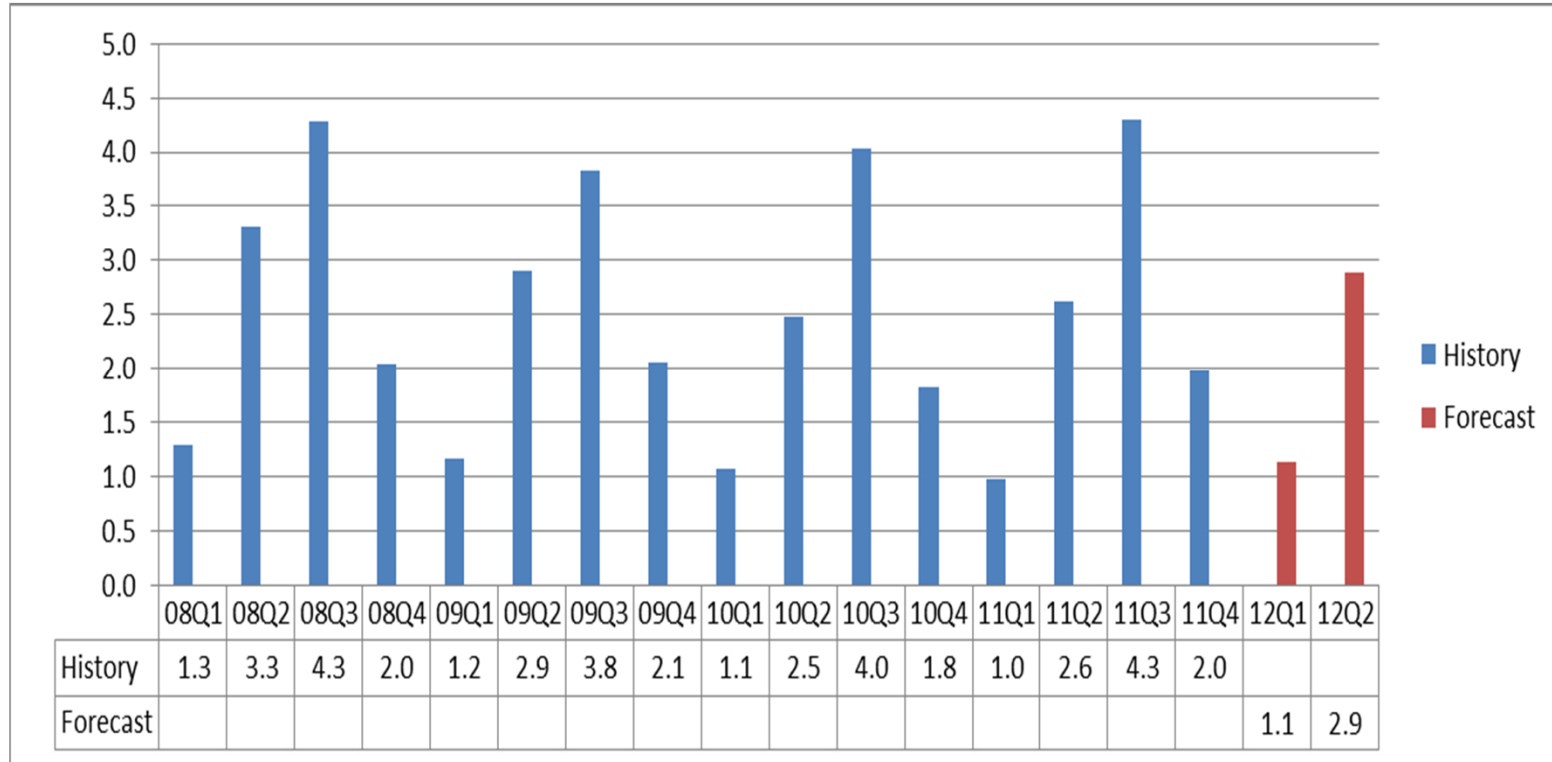
Horry 1.5% Hospitality Fee Revenue (County-wide fees on accommodations, prepared foods, beverages, admissions)



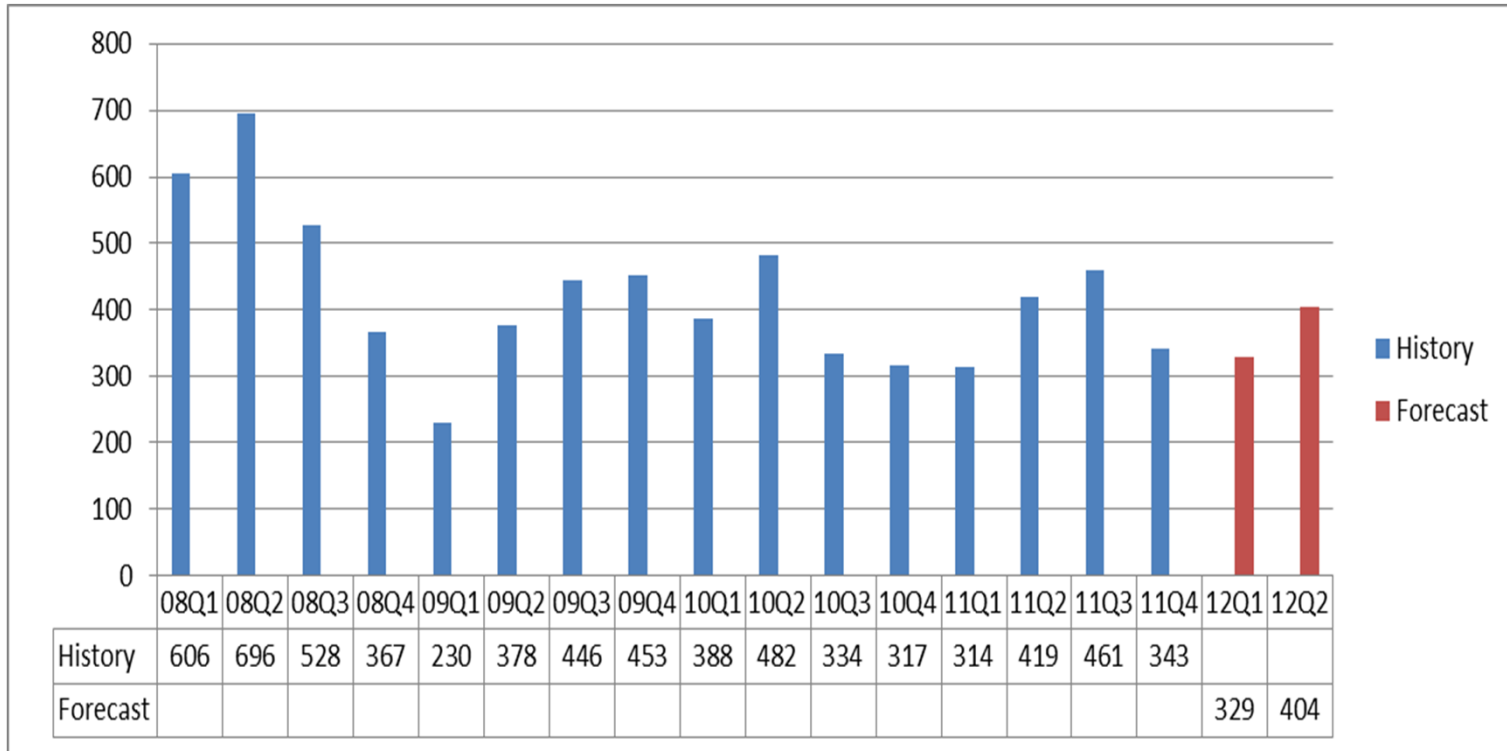
Accommodations Tax Revenue (\$Millions)



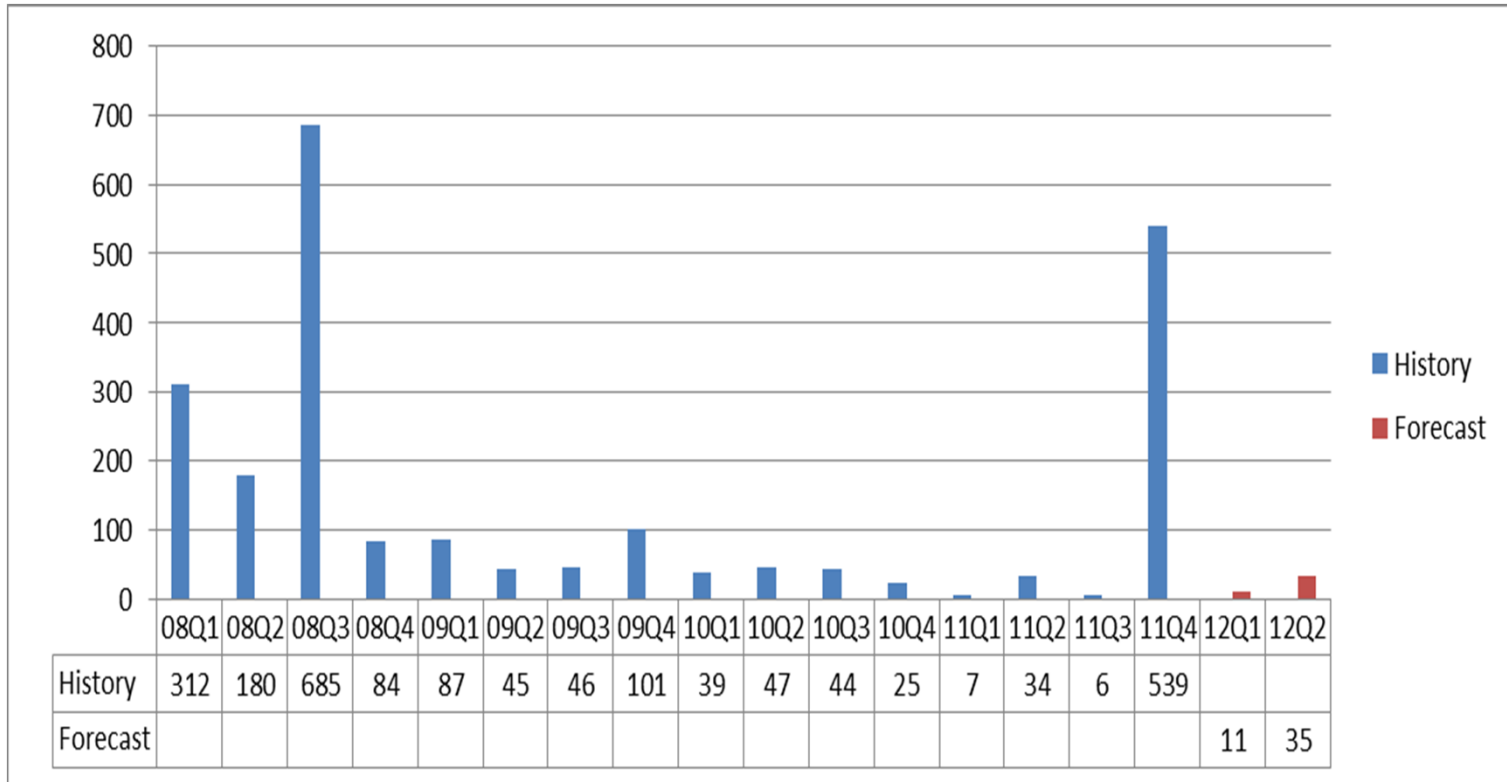
5% State Admissions Tax (\$ Millions)



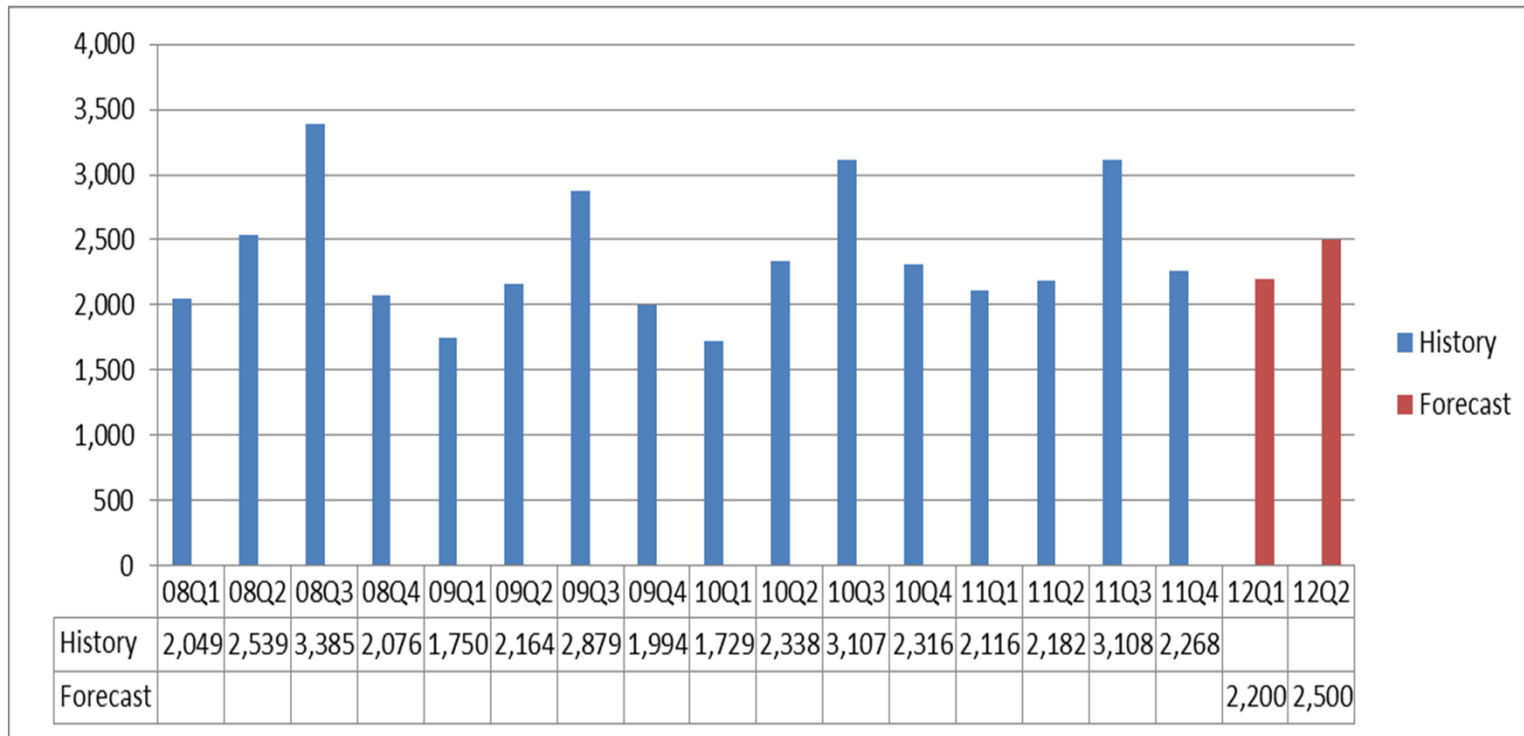
Regional Single Family Permits



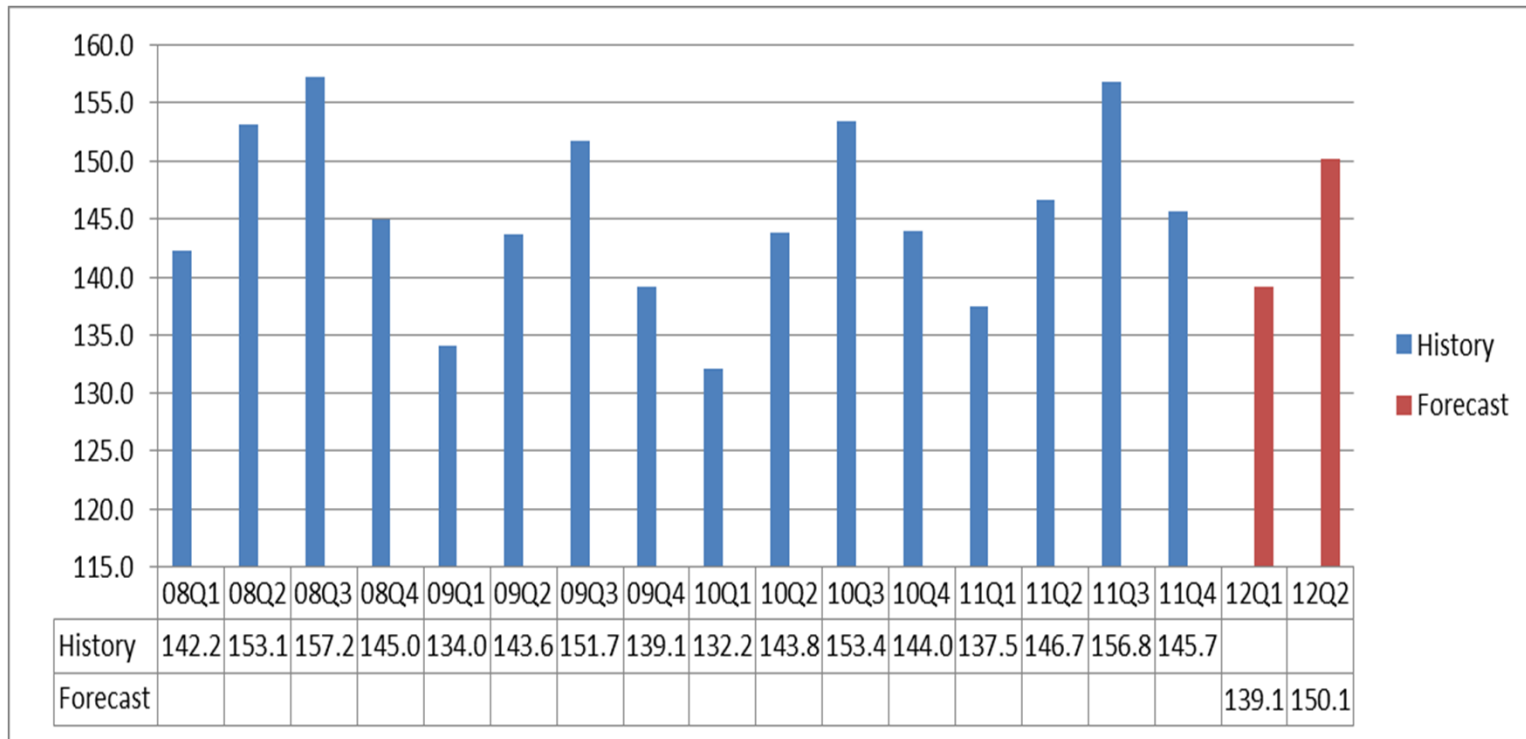
Regional Multi-family Permits



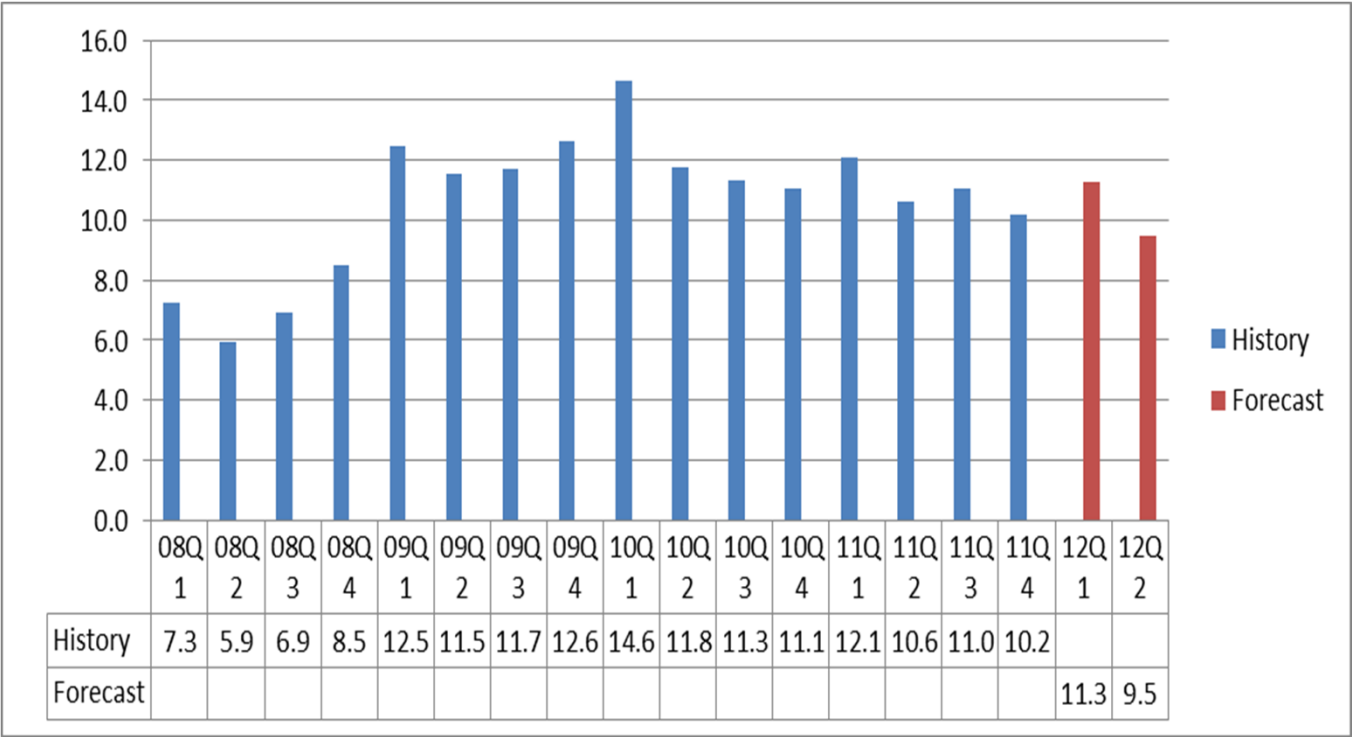
Regional Retail Sales (\$ Millions)



Regional Employment (Thousands)



Georgetown Unemployment Rate



Horry Unemployment Rate

