

The State of South Carolina's Tourism Industry & Economy

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Mission

Growing South Carolina's economy by fostering sustainable tourism economic development and effectively marketing our state to increase visitation and improve the quality of life for all South Carolinians.



SCPRT

A young child with curly hair, wearing a grey and green long-sleeved shirt and blue and white plaid pants, is seen from behind with arms outstretched, looking up at a bright blue sky filled with white clouds and several colorful hot air balloons. The child is standing on the back of a large, colorful hot air balloon basket.

\$29
BILLION
IN TOURISM
ECONOMIC IMPACT
(2022)

TOURISM IMPACT IN SC



TOURISM RECOVERY & GROWTH

Fiscal Year 2022 Tourism Performance Metrics



46.6%

\$111.1 Million

State Accommodations
Tax Collections



82.2%

6.0 Million

Statewide Passenger
Deplanements



77.5%

\$52.9 Million

State Admissions
Tax Collections



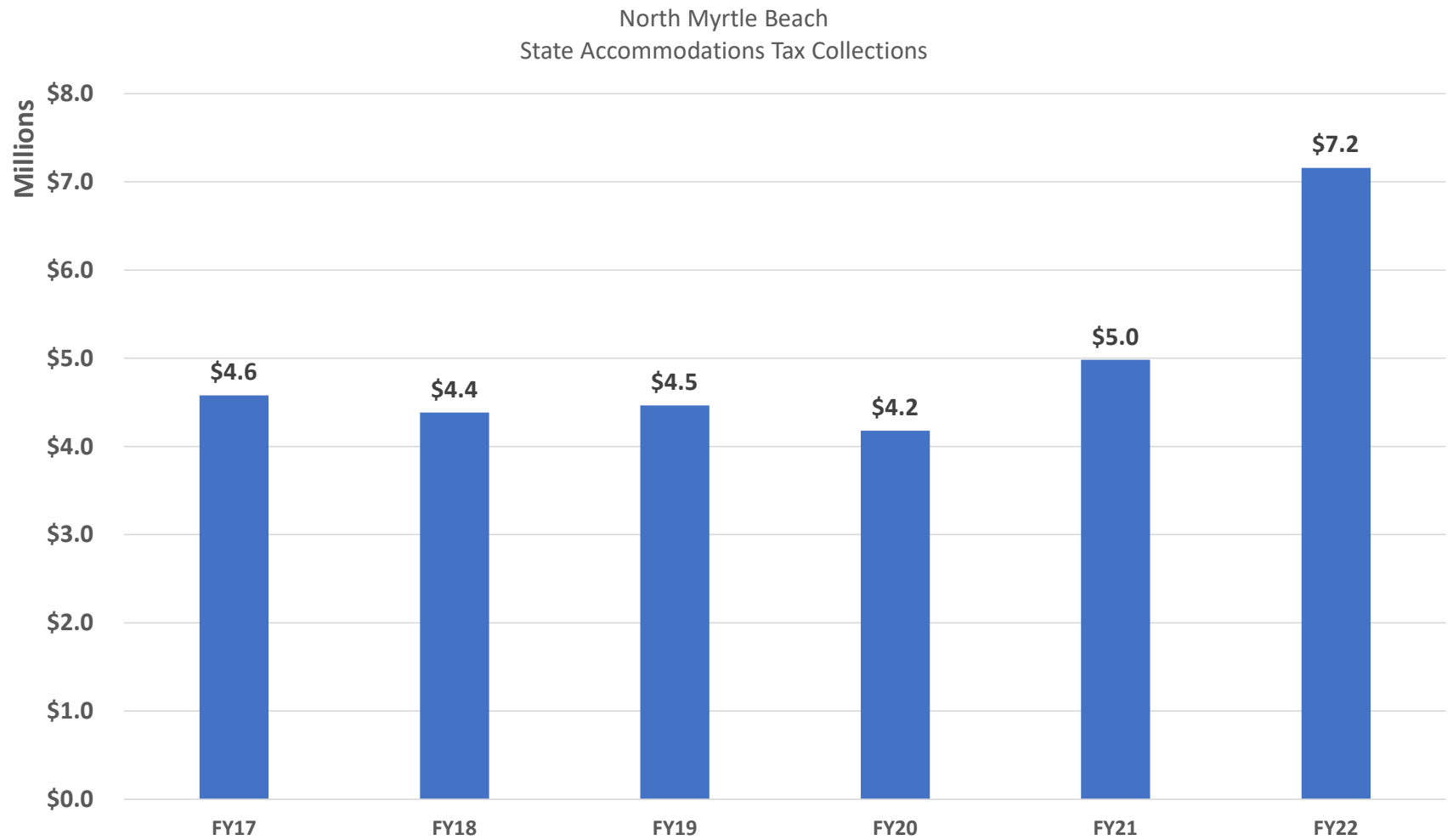
36.8%

\$36.8 Million

State Admissions
Tax Collections - Golf

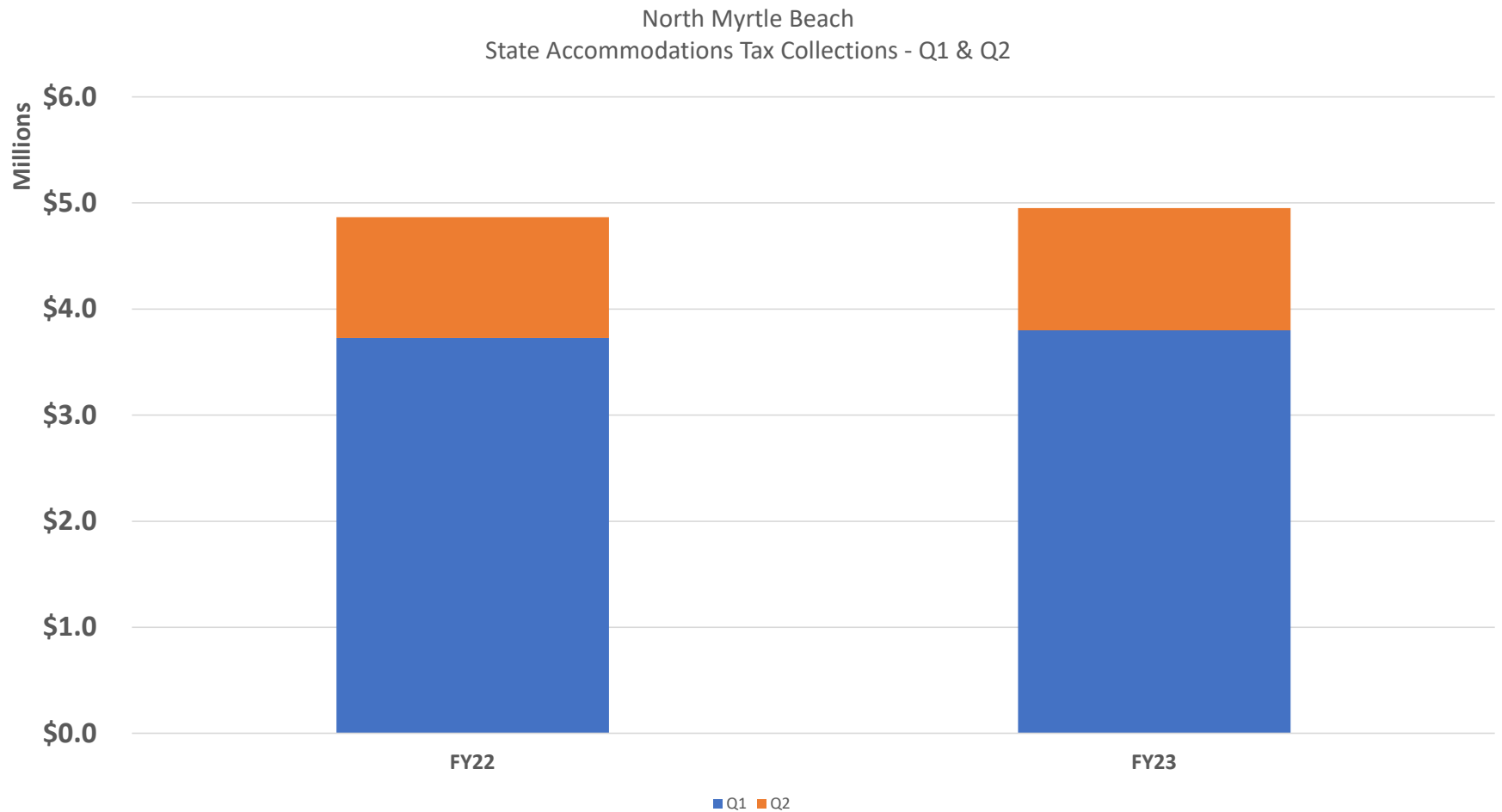
STATEWIDE TOURISM METRICS

State Accommodations Tax Collections in North Myrtle Beach increased nearly 44% in FY22.



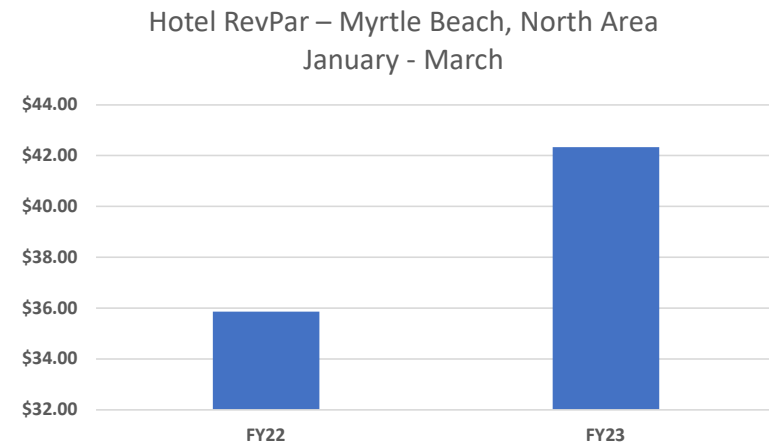
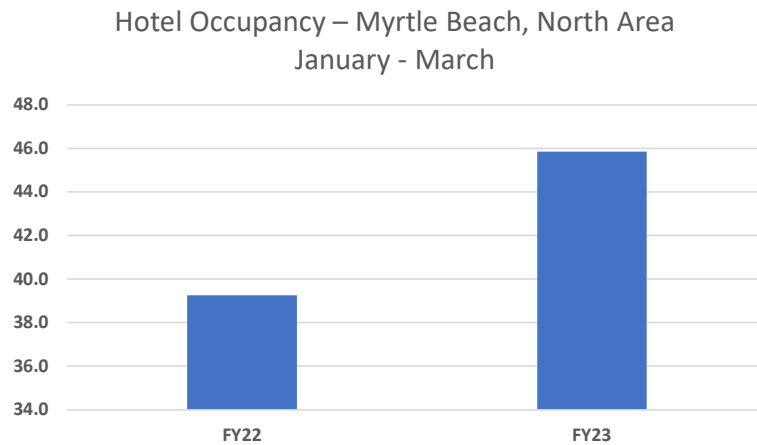
Source: SC State Treasurer's Office

State Accommodations Tax Collections in North Myrtle Beach in the first two quarters of FY23 increased by 1.7% compared to the same time period in FY22.



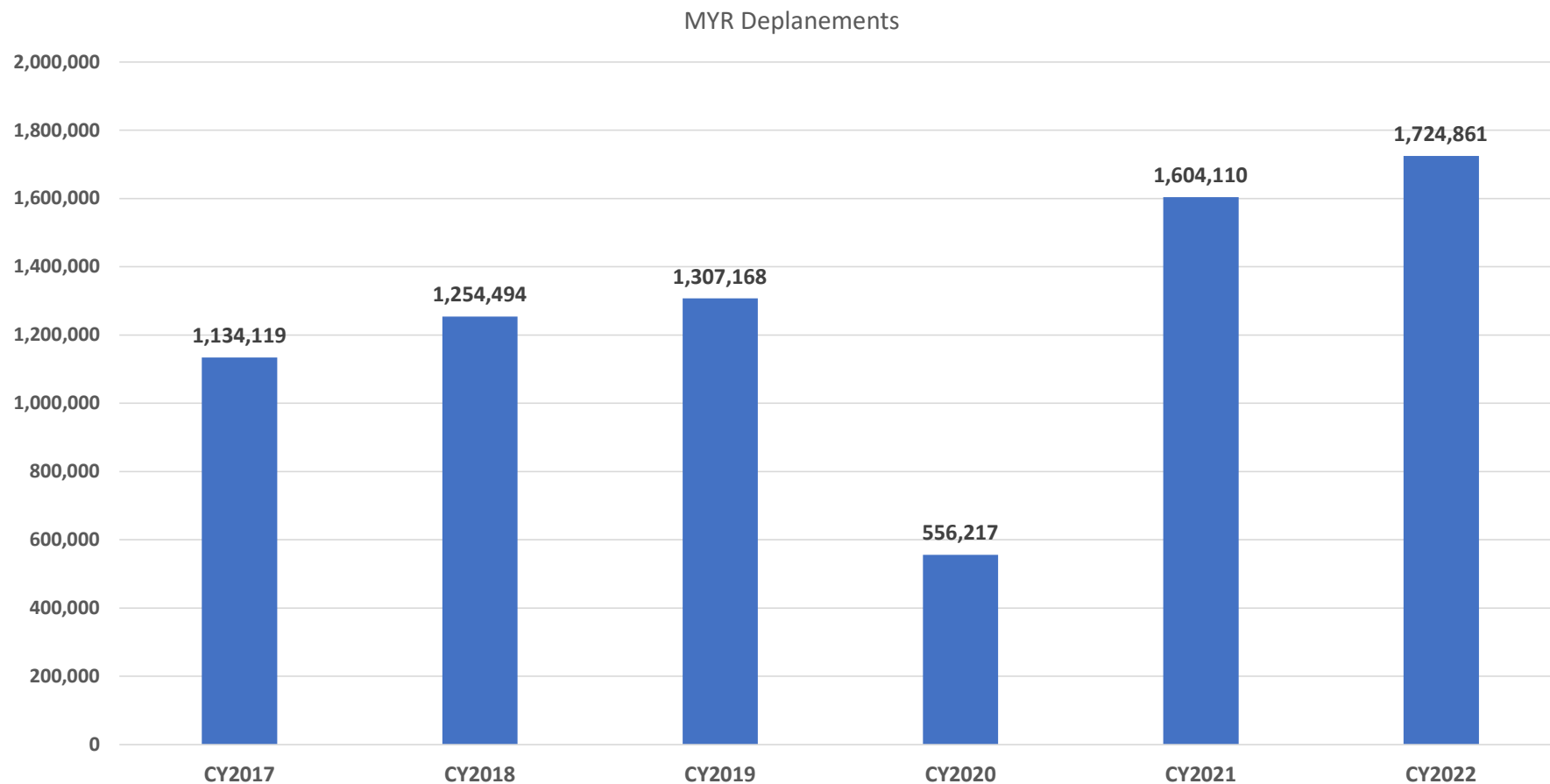
Source: SC State Treasurer's Office

Hotel Occupancy in the North Myrtle Beach Area in the 3rd Quarter of FY23 increased by 16.8% compared to the same time period in FY22.



With Average Daily Rates remaining relatively flat(+1.0%), Hotel RevPAR in the North Myrtle Beach Area increased by 18.0%.

In CY22, Passenger Deplanements at Myrtle Beach International Airport increased 7.5% compared to CY21.
 Passenger Deplanements at MYR were up 17.5% in the first two months of CY23.

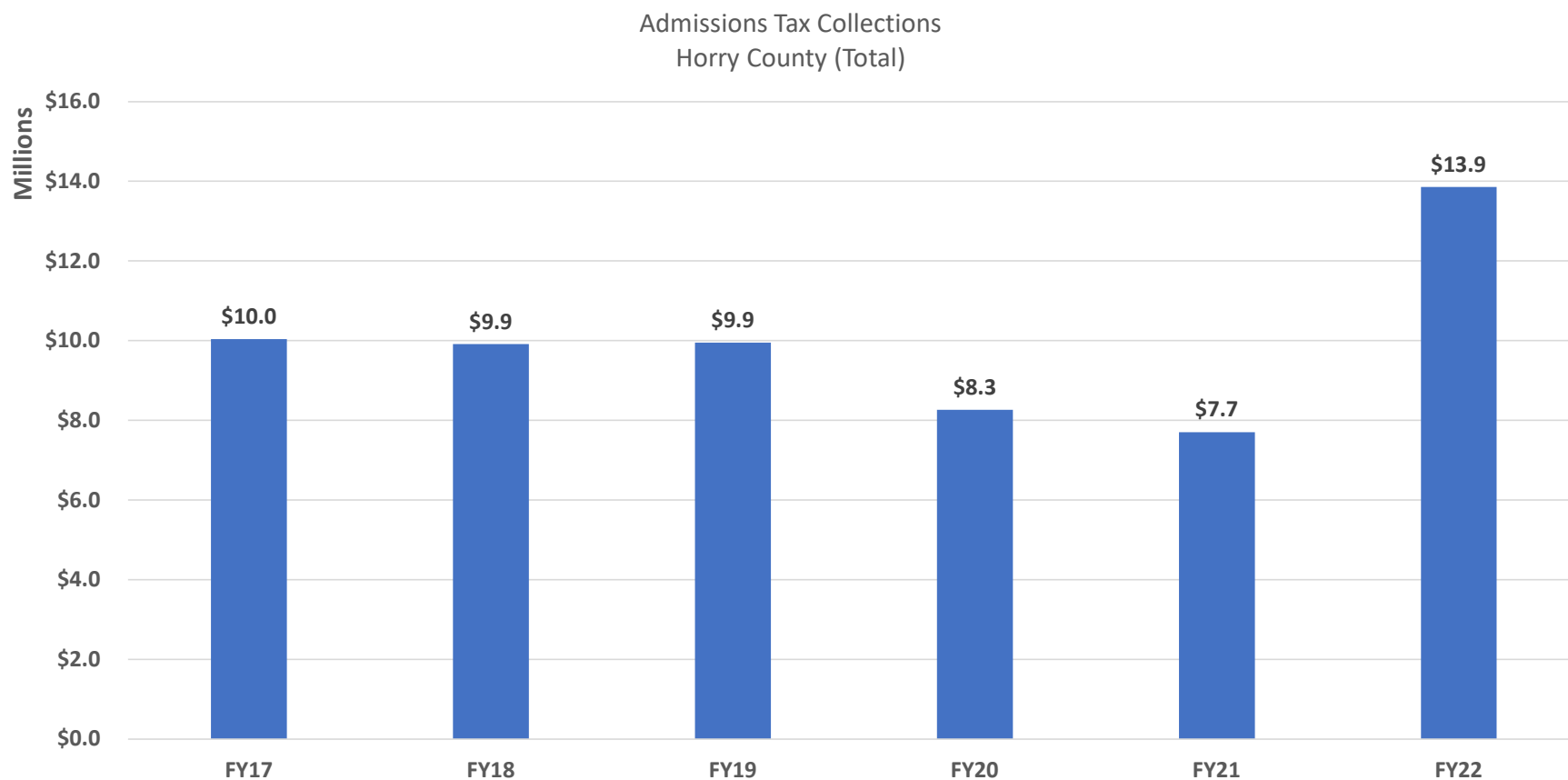


Source: SCPRT

ADMISSIONS TAX

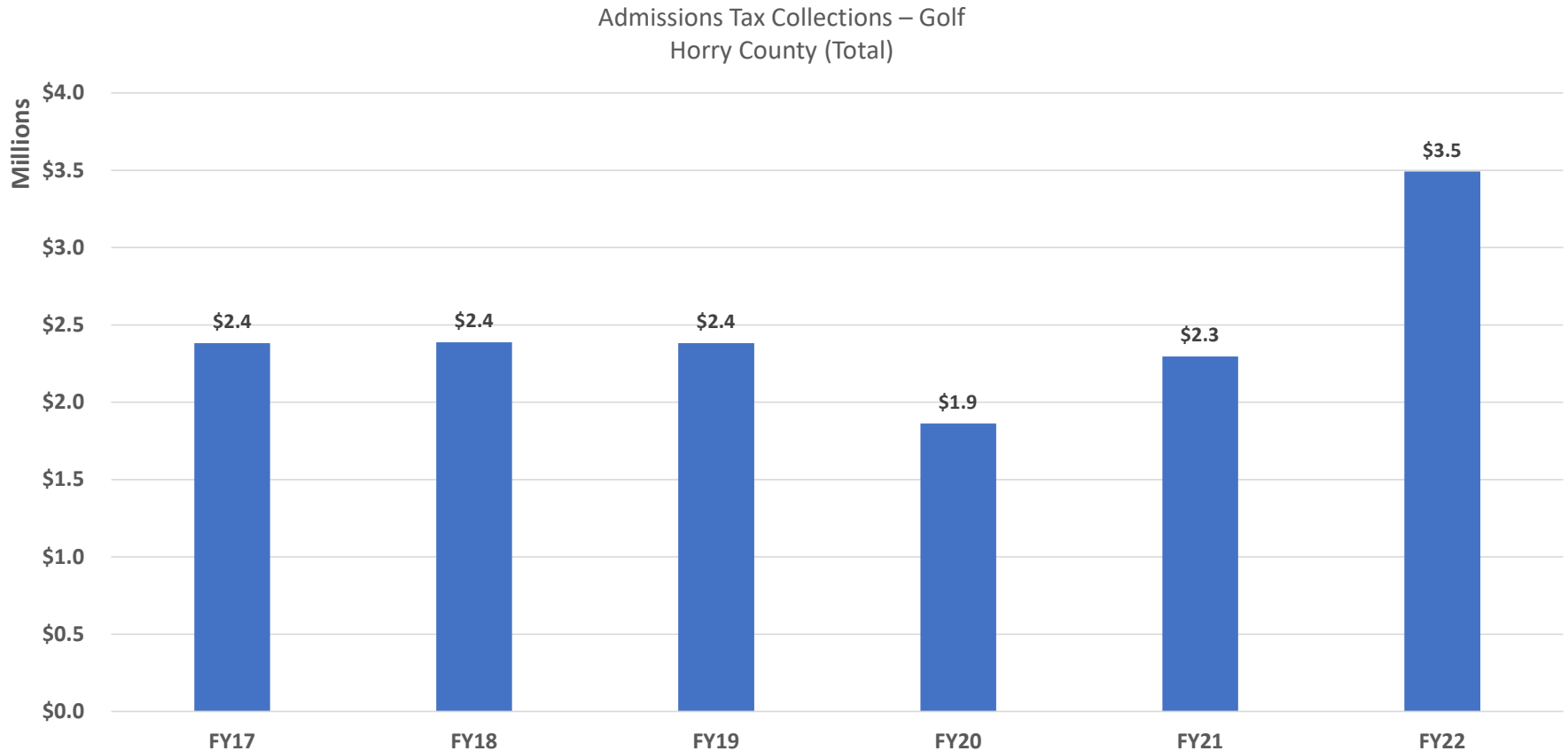
In FY22, State Admissions Tax Collections in Horry County increased by 80% compared to FY21.

**FY23 Admissions Tax Collections through March in Horry County totaled \$11.0 Million,
up 0.1% compared to the same time period in FY22.**



Source: SCDOR

In FY22, State Admissions Tax Collections from Golf in Horry County increased by 52.1% compared to FY21.
FY23 Admissions Tax Collections through March in Horry County totaled \$2.6 Million,
up 4.3% compared to the same time period in FY22.



Source: SCDOR



DISCOVER

South Carolina

+

**DARIUS
RUCKER**

*come see why
I love this place*

STATEWIDE MARKETING



DISCOVER

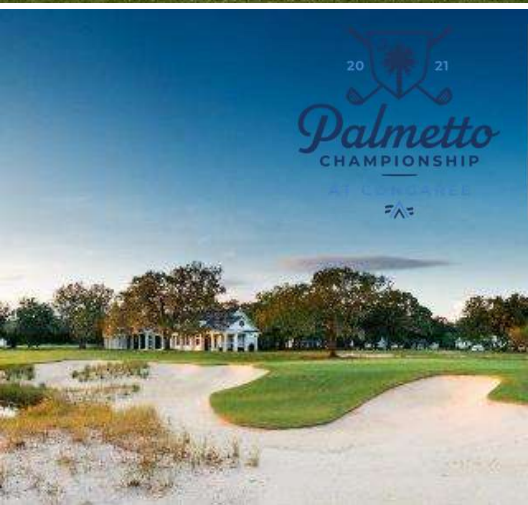
South Carolina

DiscoverSouthCarolina.com

In the five years prior to the pandemic,
International Visitors contributed an
average of **\$854 million** to
South Carolina's Tourism Economy
each year.



INTERNATIONAL MARKETING



Golf has a
\$3.3 Billion Impact
on South Carolina's
Economy

GOLF



Golf Appreciation Celebration

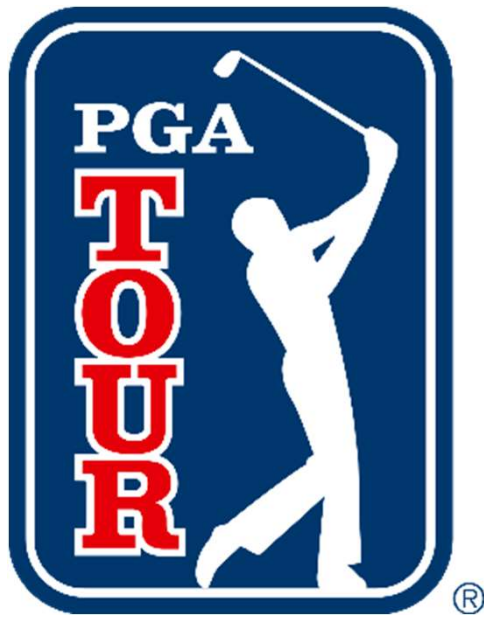
**South Carolina Governor's Mansion
October 2022**

GOLF



IAGTO
Golf Destination of the Year Awards
2023

GOLF



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Five Year Official Marketing Partnership

GOLF



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