

Tourism Development in SC

August 2017

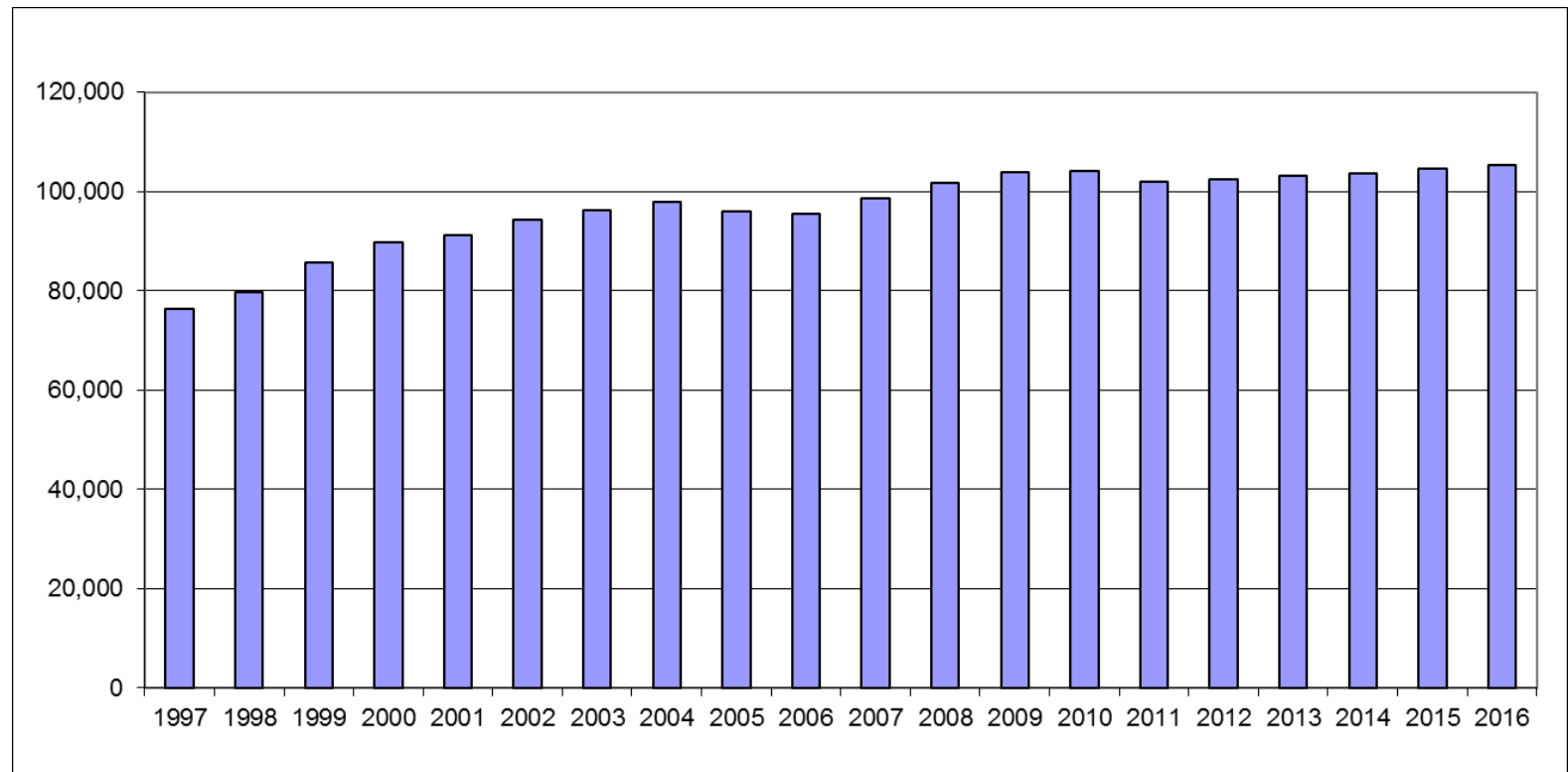
Trends in Key Tourism Metrics

- Visitation Estimates
- Product Inventory
- Visitor Expenditures
- Tourism-Related Tax Collections
- Capital Investment
- Overall Economic Impact

South Carolina Visitation Estimates

- Domestic visitation to South Carolina averages 30 million annually based on estimates from syndicated national surveys
- Canadian visitation estimates based on *Statistics Canada* data range from 600,000 to 900,000 since 2010
- Estimates from the U.S. Dept. of Customs' I-94 data indicate that South Carolina is the first or primary destination for approximately 100,000 overseas visitors annually
- The US Department of Commerce, Office of Travel and Tourism Industries' In-flight Survey estimates South Carolina receives on average about 260,000 overseas visitors annually, more than double the number captured in the U.S. Dept. of Customs' I-94 data

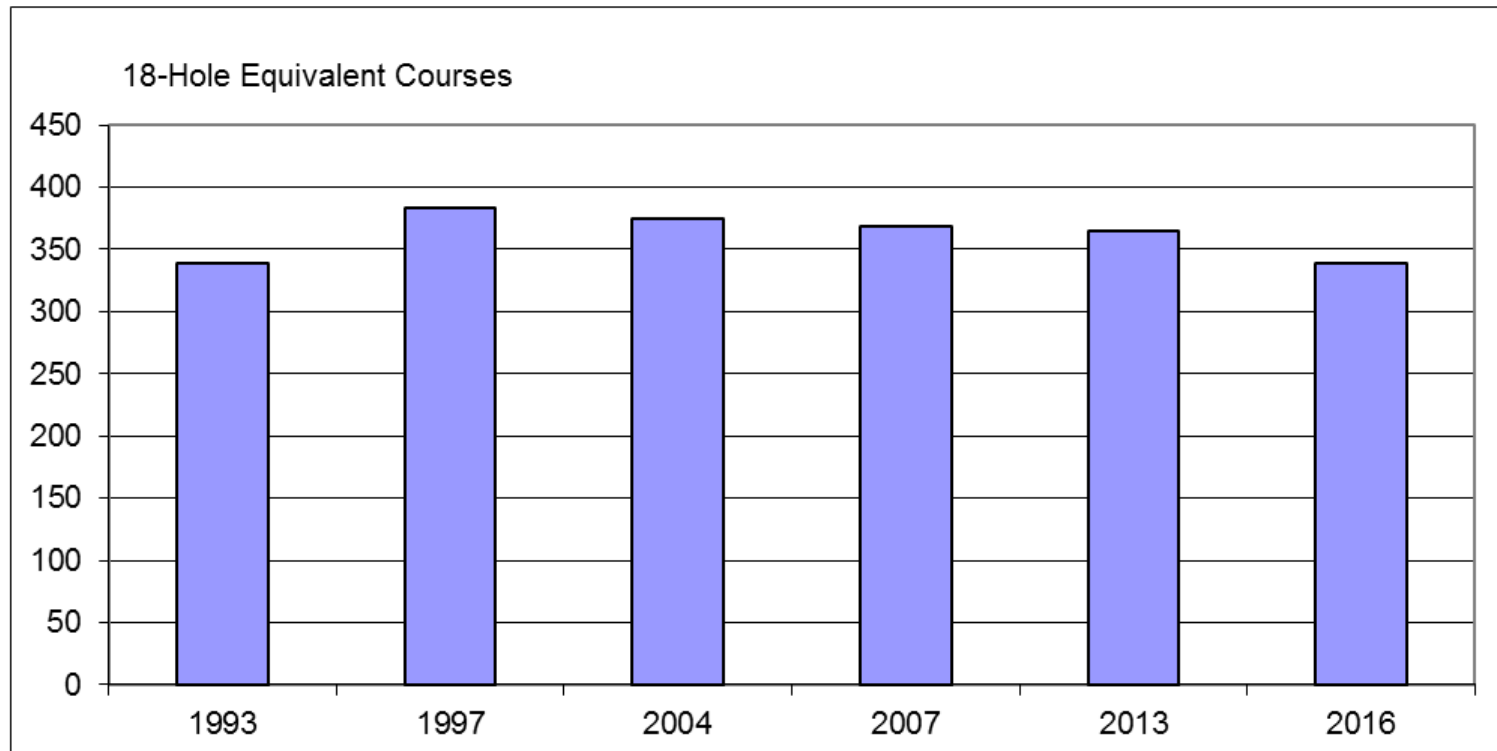
South Carolina Hotel Room Inventory



Source: STR, Inc. for properties w/ 20+ rooms

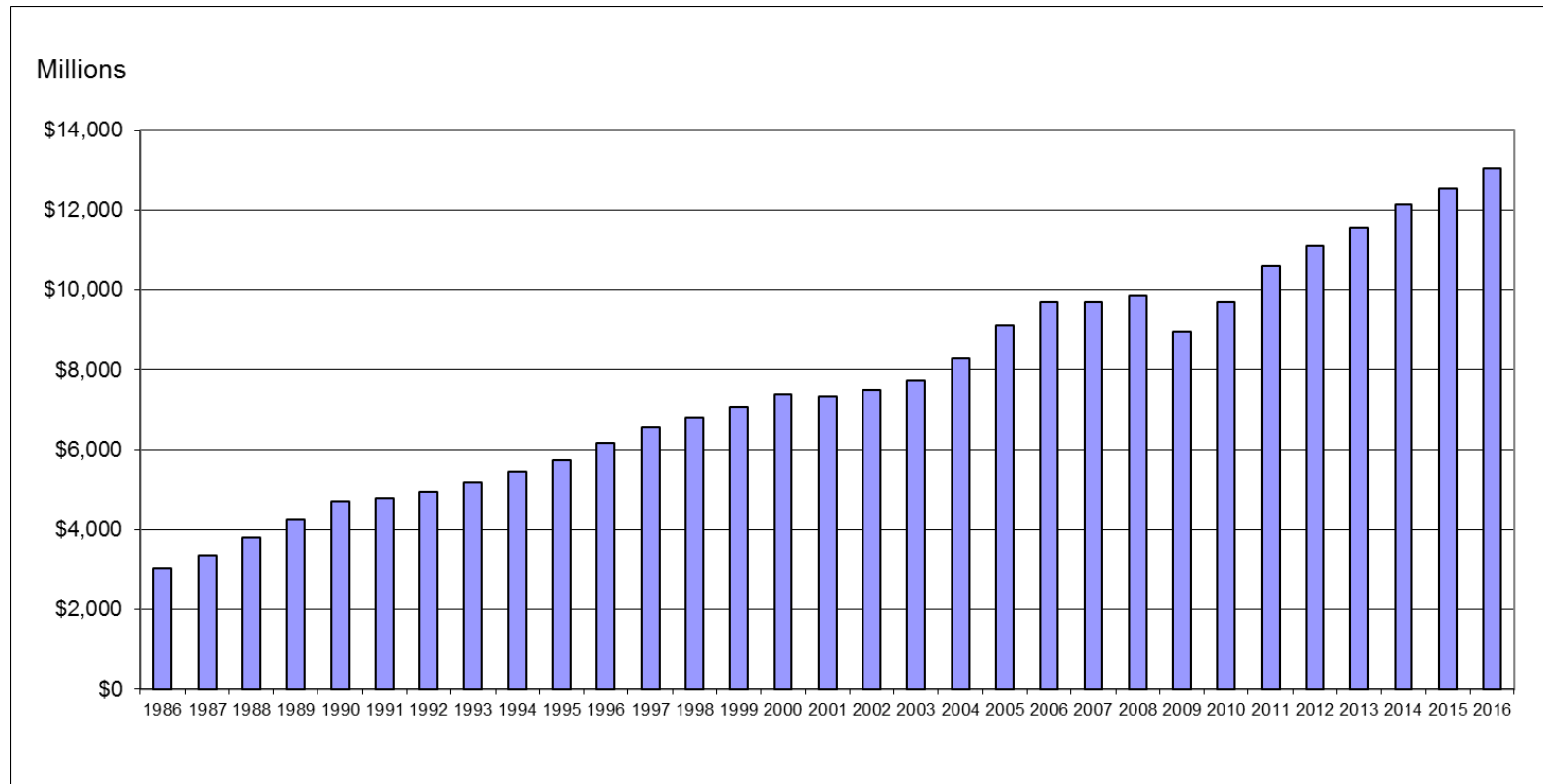
Note: STR Inc., formerly Smith Travel Research, is the worlds foremost company that tracks hotel performance. Their estimate of hotel rooms in South Carolina is not complete and also does not represent all types of rentable accommodation units including campgrounds, rental homes, rental condos and B&B's.

South Carolina Golf Course Inventory



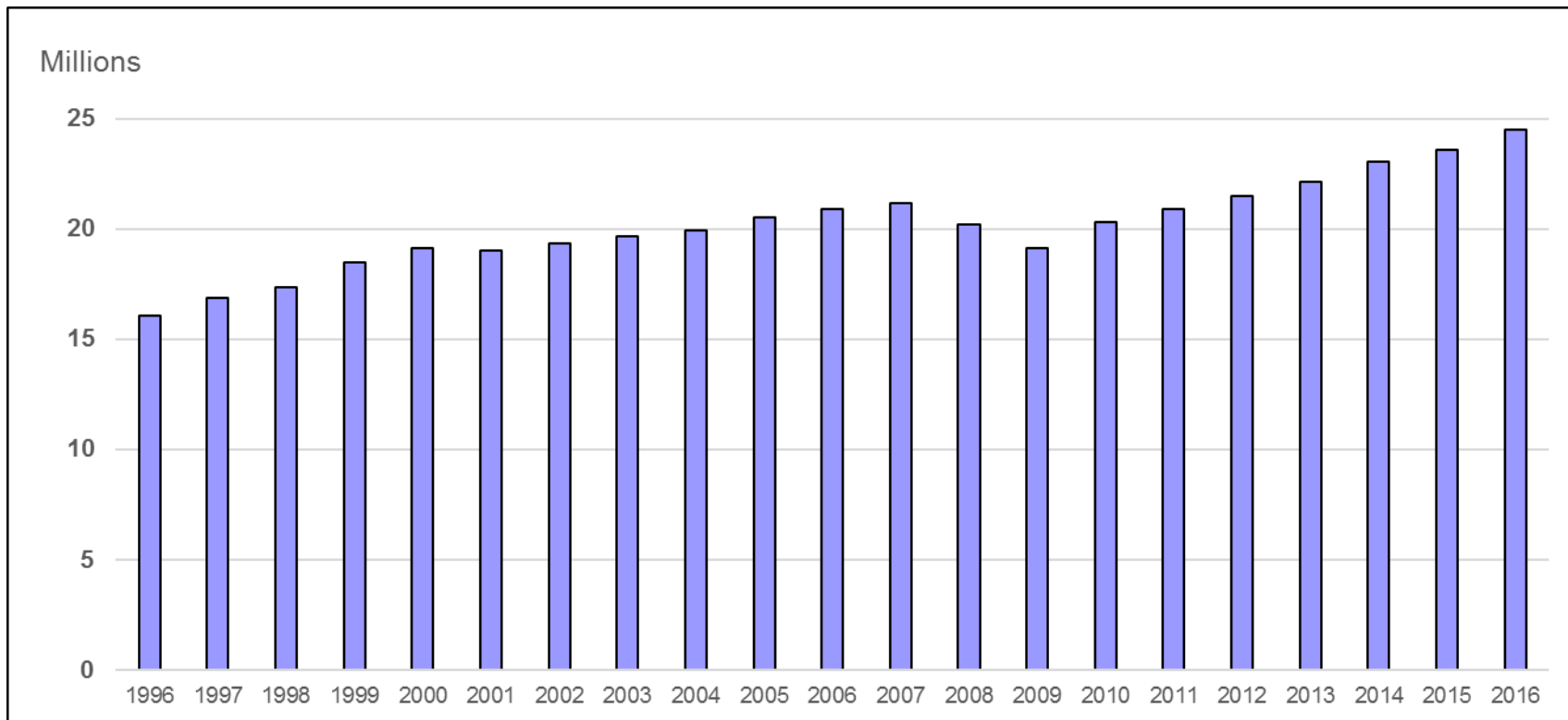
Source: National Golf Foundation

South Carolina Domestic Visitor Expenditures



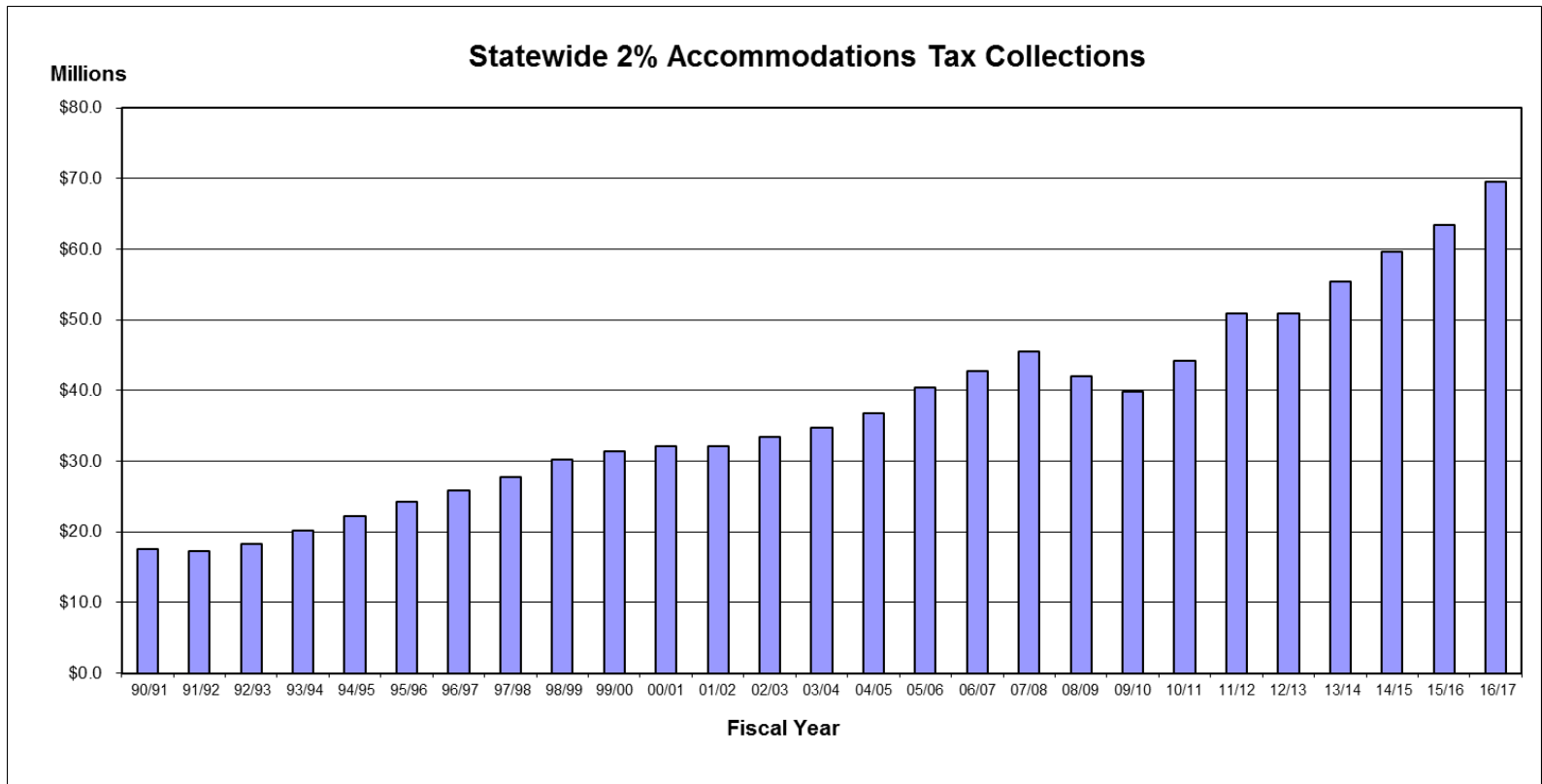
Source: U.S. Travel Association

South Carolina Hotel Room-Nights Sold



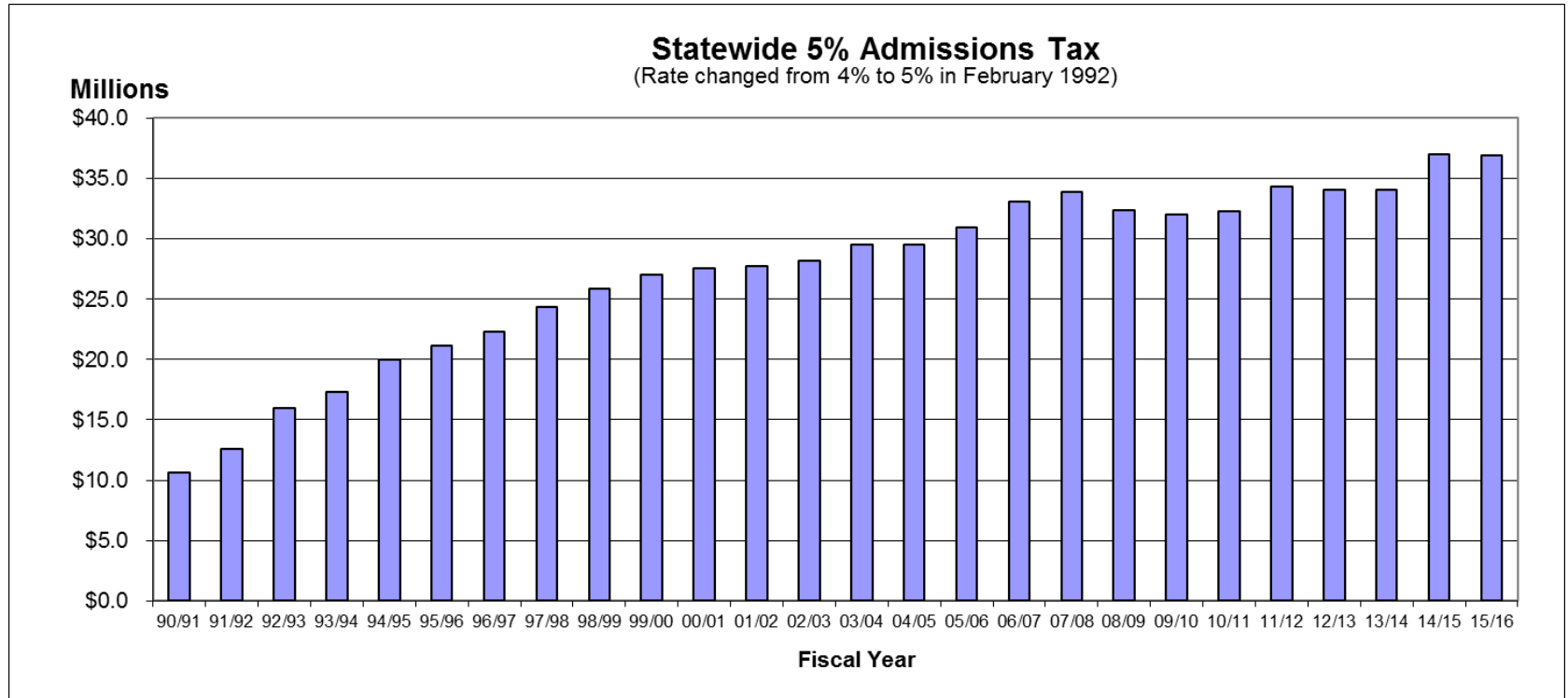
Source: STR Inc. for properties w/ 20+ rooms

South Carolina Accommodations Tax Collections



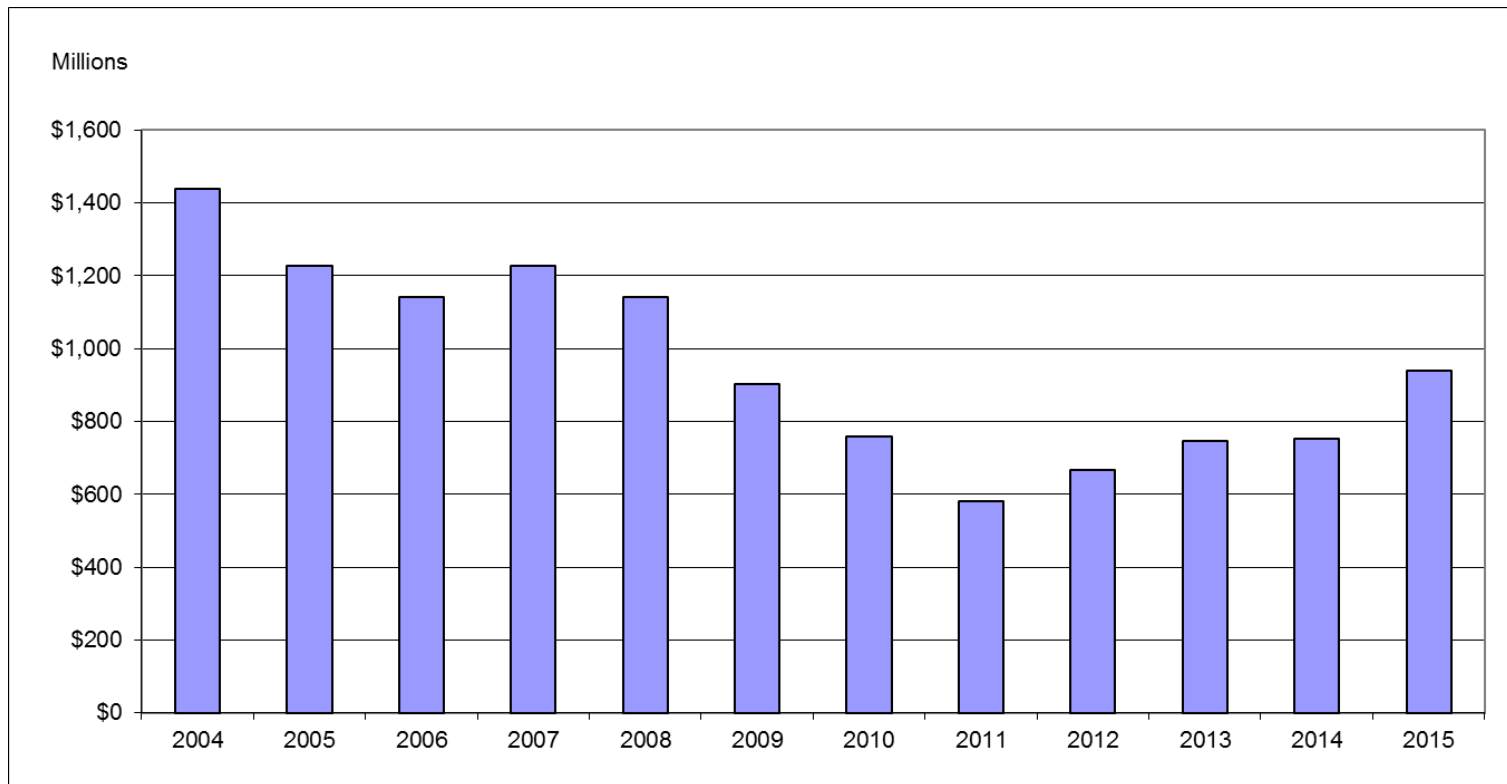
Source: SC Department of Revenue

South Carolina Admissions Tax Collections



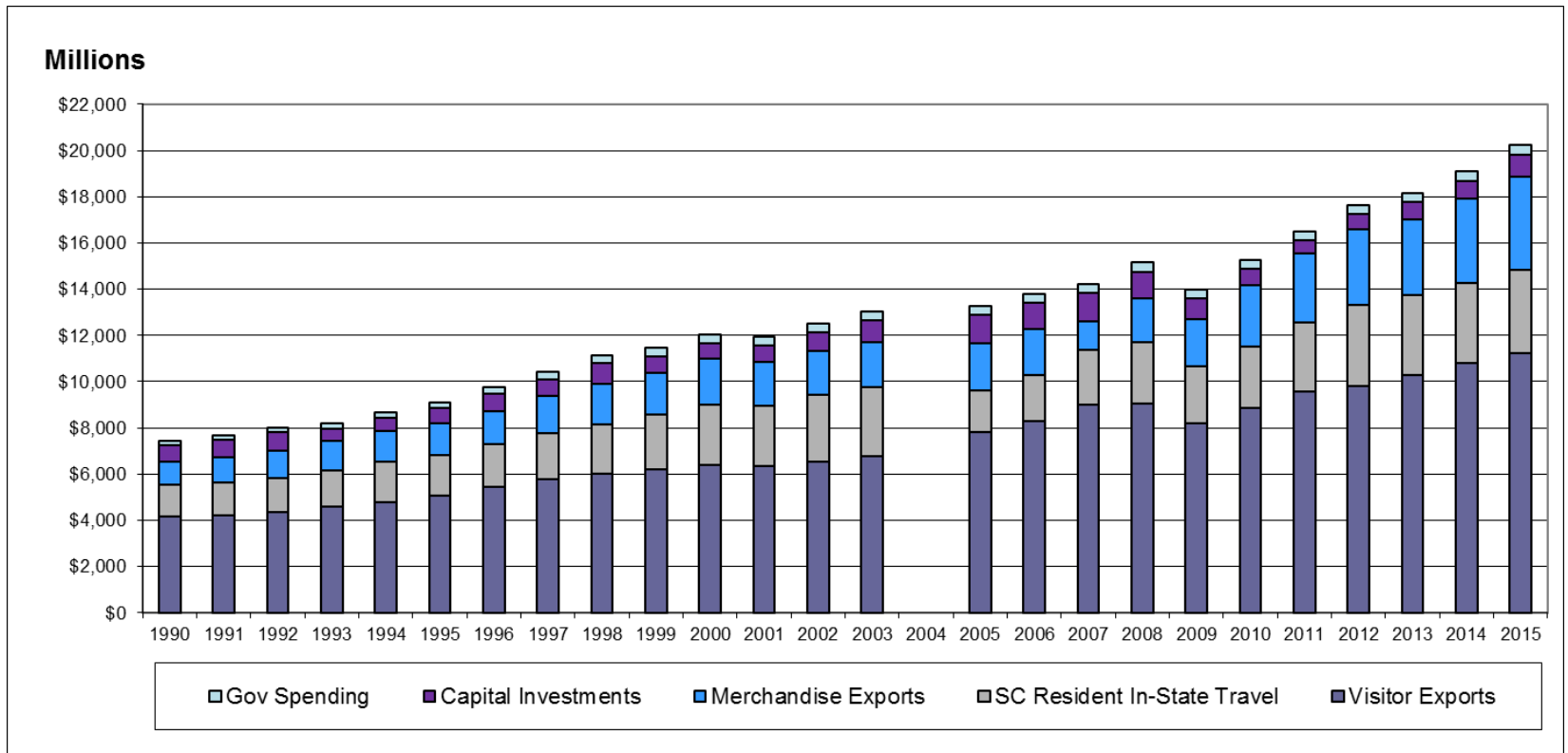
Source: SC Department of Revenue and SCPRT

South Carolina Capital Investment in Tourism



Source: SCPRT & US Travel Association

South Carolina Tourism Economic Impact



Source: SCPRT with U.S. Travel Association