

Economic Contribution of Tourism in South Carolina

- **Spending on travel or on behalf of tourism in South Carolina totals \$14.0 billion.**¹
- **Travel and Tourism supports the jobs of nearly 1 in 10 South Carolinians.**¹
- **State and Local Government ROI: Over \$1.1 billion** in state and local tax revenues are generated by Travel and Tourism.¹
- **Domestic visitors spent \$8.94 billion** in SC in 2009, a 9.4% decrease from 2008 following several years of growth. Since 2004, it has increased 15.1%.²
- **Twelve (12) counties received over \$100 million** in domestic travel expenditures in 2009: *Horry (\$2,809 mil.), Charleston (\$1,468 mil.), Beaufort (\$927 mil.), Greenville (\$798 mil.), Richland (\$465 mil.), Lexington (\$387 mil.), Spartanburg (\$269 mil.), Georgetown (\$240 mil.), Florence (\$216 mil.), York (\$148 mil.), Anderson (\$118 mil.) and Orangeburg (\$106 mil.).*²
- **Twelve (12) counties have over 1,000 direct tourism jobs** from domestic travel in 2009: *Horry (36,360), Charleston (19,310), Beaufort (12,190), Greenville (9,030), Richland (5,900), Lexington (3,020), Georgetown (2,920), Florence (2,340), Spartanburg (2,130), York (1,780), Anderson (1,200), and Orangeburg (1,250).*²

Tourism Industry Indicators, January – December 2010

- **Leisure & Hospitality employment** experienced a 1.2% decline in 2010 while private sector employment overall declined 0.8%.³
- **Accommodations Tax collections** from 2010 business were \$42.7M, up 8.2%.⁴ Hotel room revenue was up 8.9% for the same period, while hotel room demand was up 7.8%.⁵
- **Admissions Tax collections** on ticketed events and recreational activities in 2010 were \$32.1M, down 0.7%. Admissions Tax collections from golf business in 2010 were \$11.9M, a drop of 6.0%.⁴
- **Air passenger deplanements** were up 1.0%, following a 7.6% decrease in 2009.⁶

¹US Travel Association, *SC Tourism Satellite Account 2009*

²US Travel Association, *Tourism Economic Impact Model 2009*

³South Carolina Workforce Trends, *Employment Security Commission, Labor Market Information*

⁴South Carolina Department of Revenue

⁵Smith Travel Research

⁶South Carolina Metro Airports

For additional information: <http://www.scpri.com/our-partners/TourismStatistics.aspx>