

Economic Contribution of Tourism in South Carolina

- Statewide, Travel and Tourism generates **\$16.7 billion a year in total economic demand**.¹
- **Over 10% of employment** in the state is generated by Travel and Tourism.¹
- **State and Local Government ROI: Over \$1.1 billion** in state and local tax revenues are generated by Travel and Tourism.¹ This is the equivalent of lifting a \$675 tax burden per household.
- **Domestic visitors spent \$9.7 billion** in SC in 2007, a **6.5% increase** over 2006 following several years of healthy increases.¹
- **Twelve (12) counties received over \$100 million** in domestic travel expenditures in 2007: *Horry (\$3,072 mil.), Charleston (\$1,589 mil.), Beaufort (\$1,026 mil.), Greenville (\$876 mil.), Richland (\$474 mil.), Lexington (\$440 mil.), Spartanburg (\$306 mil.), Georgetown (\$261 mil.), Florence (\$227 mil.), York (\$159 mil.), Anderson (\$130 mil.) and Orangeburg (\$114 mil.)*.¹
- **Thirteen (13) counties have over 1,000 direct tourism jobs** from domestic travel in 2007: *Horry (38,950), Charleston (20,750), Beaufort (13,230), Greenville (9,630), Richland (6,040), Lexington (3,310), Georgetown (3,140), Florence (2,420), Spartanburg (2,400), York (1,860), Anderson (1,320), Orangeburg (1,320) and Colleton (1,060)*.¹

Tourism Industry Indicators, Fiscal Year End 2007-08

- **Accommodations Tax collections** are up 6.3% in FY07-08 (Jun-May) versus FY06-07.² Hotel RevPAR was up 3.4% for the same period.⁵
- **Admissions Tax collections** on ticketed events and recreational activities are up 2.2% in FY07-08 (Jun-May) compared to FY06-07.²
- **Gross Sales** are up 3.7% in FY07-08 (Jun-May) versus FY06-07 in the combined tourism-related sectors of Accommodations, Food Services, Arts/Entertainment/Recreation and Auto Rentals.²
- **Air passenger deplanements** are up 9.3% compared to FY06-07, which translates into about 3.5 million air travelers in FY07-08 (Jun-May).³
- **Hospitality & Leisure employment** is outperforming other sectors with 3.4% growth versus 0.6% growth for private sector employment overall in May 2008.⁴

¹Travel Industry Association of America, *Tourism Economic Impact Model and SC Tourism Satellite Account*

²South Carolina Department of Revenue

³South Carolina Department of Parks, Recreation, and Tourism

⁴South Carolina Workforce Trends, Employment Security Commission, *Labor Market Information*

⁵Smith Travel Research

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