The Tourism Economy Study: CCU Lodging Update, January 9, 2014

Current Performance Estimates

Hotel, Condo-Hotel and Campsite Properties

Preliminary results from Coastal Carolina University’s voluntary sample of hotel, condo-hotel and campsite (HC-HC) properties along the Grand Strand during the week of Dec. 29, 2013 – Jan. 4, 2014, indicate that the midweek occupancy rate averaged 40.9 percent, up 11.2 occupancy points or 37.9 percent compared with the equivalent week of 2012. During the Friday-Saturday night period, the occupancy rate averaged 33.1 percent, up 12 occupancy points or 56.7 percent compared to the equivalent weekend of last year. The average daily rate was up 27.2 percent during the midweek period and up 9.9 percent during the weekend period compared with last year. Consequently, occupancy for HC-HCs for the week overall was up 11.8 occupancy points or 43.4 percent, and revenue per available room (RevPAR) was up 78.2 percent compared to the equivalent week of 2012.

Vacation Rental Properties

Based on the Brittain Center’s observations of random samples of Internet websites of vacation rental properties (VRPs) in the coastal sections of Horry and Georgetown counties (338 of the 3,135 units) for which complete data are publicly available, during the nights of Dec. 28, 2013-Jan 3, 2014, 48.5 percent were reserved or blocked from nightly rentals. The percentage of VRPs reserved in Horry and Georgetown counties combined was down 7.6 occupancy points or 13.5 percent compared with the equivalent period of last year. For the nights of Jan.4-10, 27.9 percent of the VRPs were reserved or blocked from reservation. The level of reservations was down 8.5 occupancy points or 23.4 percent compared with the equivalent week of 2013.

Six-Week Average Performance

During the nights of Nov. 24, 2013-Jan. 4, 2014, 28.2 percent of the lodging properties in the Brittain Center’s voluntary sample of hotel, condo-hotel and campsite properties located along the Grand Strand were occupied, which was up 6.1 occupancy points or 27.7 percent compared with the equivalent weeks of 2012. The average daily rate for these properties was up 5.7 percent compared with the equivalent weeks last year. Consequently, RevPAR was up 34.4 percent compared with the equivalent period last year. During the same period, 42.9 percent of the vacation rental property bedrooms in the Center’s random sample of Horry County VRPs were reserved or blocked from nightly rentals, which was up 2.2 occupancy points or 5.4 percent compared with the equivalent weeks of last year. Advertised prices for this segment were up 2.4 percent compared with last year, which would lead to an increase in revenue per available bedroom of 7.9 percent.

(CCU Lodging Update Continued page 2)
Tourism Economy Study: CCU Lodging Update, January 9, 2014 (continued)

Forecast and Analysis

At the time of this writing, the forecast from weather.com for the weekend of Jan. 11-12 called for 60 and 0 percent chance of precipitation, respectively. The Brittain Center forecasts that average occupancy for its sample of hotel, condo-hotel and campsite properties may be near or above 40 percent during the nights of Jan. 11-17. Based on this week’s observations by Center researchers of 338 websites of vacation rental properties available to rent in Horry or Georgetown counties for the week of Jan. 11-17, 29.5 percent are reserved. VRP reservations in Horry and Georgetown counties for that week are down 8.4 occupancy points or 22 percent compared with the same period of 2013.

Additional Research Notes

The Brittain Center’s preliminary sample of 28 hotel, condo-hotel and campground properties reporting for the week of Dec. 29, 2013–Jan. 4, 2014 consisted of 13 hotels (all but five are oceanfront/view, and five are brand affiliated), 14 condo-hotels (all are oceanfront/view and one brand affiliated) and one campground resort property. The results for the current moving six-week period are based on an average sample size of 8,988 units per week average.

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Note: The above analysis is based on sample estimates. Actual business performance results may vary greatly. Therefore, neither the above Centers nor Coastal Carolina University warrant the use of the above data or analysis for specific business application.