The Tourism Economy Study: CCU Lodging Update, February 13, 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 Jan. 26–Feb. 1, 2014, indicate that the midweek occupancy rate averaged 22.6 percent, down 0.3 occupancy point or 1.5 percent compared with the equivalent week of 2013. During the Friday-Saturday night period, the occupancy rate averaged 34.2 percent, down 8.4 occupancy points or 19.8 percent compared to last year. The average daily rate was down 5.5 percent during the midweek period and down 2.9 percent during the weekend period compared with last year. Consequently, HC-HC occupancy for the week overall was down 2.9 occupancy points or 10.1 percent, and revenue per available room (RevPAR) was down 16 percent compared to the equivalent week of 2013.

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 Feb. 1-7, 2014, 38.8 percent were reserved or blocked from nightly rentals. The percentage of VRPs reserved in Horry and Georgetown counties combined was down 1.1 occupancy points or 2.7 percent compared with the equivalent period of last year. For the nights of Feb. 8-14, 37.4 percent of the VRPs were reserved or blocked from reservation. The level of reservations was down 6.4 occupancy points or 14.2 percent compared with the equivalent week of 2013.

Six-Week Average Performance

During the nights of Dec. 29, 2013-Feb. 8, 2014, 28 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 2.8 occupancy points or 11.1 percent compared with the equivalent weeks last year. The average daily rate for these properties was down 1.1 percent compared with the equivalent weeks last year. Consequently, RevPAR was up 9.8 percent compared with the equivalent period last year. During the same period, 40.2 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 down 0.6 occupancy point or 1.5 percent compared with the equivalent weeks of last year. Advertised prices for this segment were up 0.8 percent compared with last year, which would lead to a decrease in revenue per available bedroom of 0.7 percent.

(CCU Lodging Update Continued page 2)
Tourism Economy Study: CCU Lodging Update, February 13, 2014 (continued)

Forecast and Analysis

At the time of this writing, the forecast from weather.com for the weekend of Feb. 15-16 called for 0 and 10 percent chance of precipitation, respectively. However today, Feb. 13, is a travel day for many who plan to run in the Myrtle Beach Marathon this year and the Northeast is still blanketed in snow and ice, making travel from those markets more difficult. The Brittain Center forecasts that average occupancy for its sample of hotel, condo-hotel and campsite properties may still be near or above 60 percent during the nights of Feb. 14-15. Based on this week’s observations by Center researchers of 338 websites of vacation rental properties available to rent in Horry and Georgetown counties for the week of Feb. 15-21, 34.7 percent are reserved. VRP reservations in Horry and Georgetown counties for that week are down 16.1 occupancy points or 31.7 percent compared with the same period of 2013.

Additional Research Notes

The Brittain Center’s preliminary sample of 29 hotel, condo-hotel and campground properties reporting for the week of Jan. 26–Feb. 1, 2014, consisted of 13 hotels (all but five are oceanfront/view, and five are brand affiliated), 15 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 9,387 units per week average.

Data collected and analysis created by:

The Clay Brittain Jr. Center for Resort Tourism

Taylor Damonte, Ph.D., Professor/Director

Brianna Brown, Brett Gallagher and Staci Willette, Research Assistants

In cooperation with:

The Center for Economic and Community Development

Gary Loftus, Director

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.