The Tourism Economy Study: CCU Lodging Update, March 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 March 2-8, 2014, indicate that the midweek occupancy rate averaged 38.6 percent, down 2.7 occupancy points or 6.5 percent, compared with the equivalent week of 2013. During the Friday-Saturday night period, the occupancy rate averaged 58.5 percent, down 7.6 occupancy points or 11.5 percent, compared to last year. The average daily rate was up 5.1 percent during the midweek period, but down 3.1 percent during the weekend period compared with last year. Consequently, HC-HC occupancy for the week overall was down 4.3 occupancy points or 8.8 percent, and revenue per available room (RevPAR) was down 7.3 percent compared with the equivalent week of 2013.

VRPs

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, 46.1 percent were reserved or blocked from nightly rentals during the nights of March 1-7. The percentage of VRPs reserved in Horry and Georgetown counties combined was down 7.7 occupancy points, or 14.3 percent, compared with the equivalent period last year. For the nights of March 8-14, 48.5 percent of the VRPs were reserved or blocked from reservation. The level of reservations was down 9.3 occupancy points, or 16.1 percent, compared with the equivalent week of 2013.

Six-Week Average Performance

During the nights of Jan. 26-March 8, 36.5 percent of the lodging properties in the Brittain Center’s voluntary sample of HC-HC properties located along the Grand Strand were occupied, which was down 0.3 occupancy point, or 0.9 percent, compared with the equivalent weeks last year. The average daily rate for these properties was down 0.1 percent compared with the equivalent weeks last year. Consequently, RevPAR was down 1 percent compared with the equivalent period last year. During the same period, 43.2 percent of the VRP bedrooms in the Center’s random sample of Horry County VRPs were reserved or blocked from nightly rentals, down 4.6 occupancy points, or 9.6 percent, compared with the equivalent weeks last year. Advertised prices for this segment were up 3.9 percent compared with last year, leading to a decrease in revenue per available bedroom of 6 percent.

(CCU Lodging Update Continued page 2)
Forecast and Analysis

At the time of this writing, the forecast from weather.com for the weekend of March 15-16 called for a 0 and 70 percent chance of precipitation, respectively, and warmer. The Brittain Center predicts that average occupancy for its sample of HC-HC properties may be near or above 83 percent during the nights of March 14-15, or within 3 occupancy points of the level last year at this time. Based on this week’s observations by Center researchers of 338 websites of VRPs available to rent in Horry and Georgetown counties for the week of March 15-21, 57.7 percent are reserved. VRP reservations in Horry and Georgetown counties for that week are down 10.1 occupancy points, or 14.9 percent, compared with the same period of 2013.

Additional Research Notes

The Brittain Center’s preliminary sample of 29 HC-HC properties reporting for the week of March 2-8, 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 9,467 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.