The Tourism Economy Study: CCU Lodging Update, Nov. 10, 2016

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 Oct. 30-Nov. 5, 2016, indicates that the midweek occupancy rate averaged 27.1 percent, down 3.1 occupancy points or 10.3 percent compared to the equivalent week of 2015. During the Friday-Saturday night period, the occupancy rate averaged 50.2 percent, up 2.1 occupancy points or 4.4 percent compared to the equivalent weekend last year. The average daily rate (ADR) was up 17.5 percent during the midweek period and up 7.2 percent during the weekend compared with last year. Consequently, HC-HC occupancy for the week overall was down 1.7 occupancy points or 4.7 percent, but revenue per available room (RevPAR) was up 7.8 percent compared with the equivalent week of 2015.

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 (318 of the 3,135 units) for which complete data are publicly available, 58.1 percent were reserved or blocked from nightly rentals during the nights of Oct. 29-Nov. 4, 2016. The level of reservations was up 26.3 occupancy points or 82.8 percent compared with the equivalent week of 2015. For the nights of Nov. 5-11, 2016, 57.5 percent of the VRPs were reserved or blocked from reservation. The level of reservations was up 24.2 occupancy points or 72.7 percent compared with the equivalent week of 2015.

Six-Week Average Performance

Preliminary results indicate that during the nights of Sept. 25-Nov. 5, 2016, 46.1 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 0.1 occupancy point or 0.3 percent compared with the equivalent weeks of 2015. The average daily rate for these properties was up 4.6 percent compared with the equivalent weeks last year, leaving average RevPAR up 4.3 percent compared with the equivalent period last year. During the same period in 2016, 58.9 percent of the VRP bedrooms in the Center’s random sample of Horry County VRPs were reserved or blocked from nightly rentals, up 12.9 occupancy points or 26.9 percent compared with the equivalent weeks last year. Advertised prices for this segment were up 2.5 percent compared with the equivalent weeks last year, which would drive revenue per available bedroom up 30 percent compared with the equivalent period last year. Again, it should be noted that this estimate assumes that actual occupancy for VRPs was near zero during the four nights of the evacuation due to Hurricane Matthew.

(CCU Lodging Update continued page 2)
The Tourism Economy Study: CCU Lodging Update, Nov. 10, 2016 (continued)

Forecast and Analysis

According to weather.com at the time of this writing, the forecast for the weekend of Nov. 12-13, 2016, calls for 0 percent chance of precipitation on both days. The Brittain Center predicts that average occupancy for its sample of HC-HC properties may be near or above 50 percent for the nights of Nov. 11-12. Based on this week’s observations by Center researchers of 318 websites of VRPs available to rent in Horry and Georgetown counties, 56 percent are reserved for the week of Nov. 12-18, 2016. VRP reservations in Horry and Georgetown counties for that week are up 23.1 occupancy points or 70 percent compared with the same week of 2015.

Additional Research Notes

The Brittain Center’s preliminary sample of 24 HC-HC properties reporting for the week of Oct. 30-Nov. 5, 2016, consisted of 12 hotels (all but five are oceanfront/view, and five are brand affiliated), 11 condo-hotels (all are oceanfront/view), and one campground resort property. The results for the current moving six-week period are based on an average sample size of 8,515 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 Jonsson and Charles Kapp, research assistants

In cooperation with:

   The Grant Center for Real Estate and Economic 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.