The Tourism Economy Study: CCU Lodging Update, Dec. 14, 2017

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. 3-9, 2017, indicates that the midweek occupancy rate averaged 23.9 percent, up 2.9 occupancy points or 13.6 percent compared to the equivalent week of 2016. During the Friday-Saturday night period, the occupancy rate averaged 29 percent, up 0.6 occupancy point or 2.1 percent compared to the equivalent weekend last year. The average daily rate (ADR) was up 0.9 percent during the midweek period and up 0.5 percent compared with the equivalent weekend period last year. Consequently, HC-HC occupancy for the week overall was up 2.2 occupancy points or 9.5 percent, and ADR was up 0.5 percent, bringing revenue per available room (RevPAR) up 10.1 percent compared with the equivalent week of 2016.

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, 34.9 percent were reserved or blocked from rental during the week of Dec. 2-8, 2017. The level of reservations was down 19.4 occupancy points or 25.7 percent compared with the equivalent week of 2016. For the nights of Dec. 9-15, 2017, 34.7 percent of the VRPs were reserved or blocked from reservation. The level of reservations was down 3.7 occupancy points or 9.7 percent compared with the equivalent week of 2016.

Six-Week Average Performance

Preliminary results indicate that during the nights of Oct. 29-Dec. 9, 2017, 33.9 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 up 2 occupancy points or 6.3 percent compared with the equivalent weeks of 2016. The average daily rate for these properties was down 0.2 percent compared with the equivalent weeks of 2016, leaving average RevPAR up 6.1 percent compared with the equivalent period of 2016. During the same period in 2017, 38.6 percent of the VRP bedrooms in the Center’s random sample of Horry County VRPs were reserved or blocked from weekly rentals, down 21.2 occupancy points or 35.4 percent compared with the equivalent weeks of 2016. Average advertised price for this segment was down 6.6 percent compared with last year, which would leave revenue per available bedroom down 39.7 percent compared with the equivalent weeks of 2016.

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Forecast and Analysis

According to weather.com at the time of this writing, the forecast for the weekend of Dec. 16-17, 2017, calls for a high temperature of 55 degrees and 62 degrees, and a 0 percent and 10 percent chance of precipitation, respectively. The Brittain Center predicts that average occupancy for its sample of HC-HC properties may be near or above 25 percent for the nights of Dec. 15-16, 2017. Based on this week’s observations by Center researchers of 318 websites of VRPs available to rent in Horry and Georgetown counties, 34.7 percent are reserved for the week of Dec. 16-22, 2017, down 3.7 occupancy points or 9.7 percent compared with the equivalent week of 2016.

Additional Research Notes

The Brittain Center’s preliminary sample of 21-21 HC-HC properties reporting for the week of Dec. 3-9, 2017, consisted of 9 hotels (all but five are oceanfront/view, and four are brand affiliated), 112 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 8,076 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.