



Clay Brittain Jr. Center for Resort Tourism
E. Craig Wall Sr. College of Business Administration

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The Tourism Economy Study: CCU Lodging Update, Aug. 6, 2020

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 July 26, to Aug. 1, 2020, are shown below.

Metric	Midweek	Midweek	Weekend	Weekend	Complete Week	Complete Week	Week Delta	Week Percent Change
	2019	2020	2019	2020	2019	2020	2019-2020	2019-2020
Average percent occupancy	82.8	58.2	96.8	80.5	86.8	64.5	-22.3	-25.7%
Average daily rate per unit	\$178.85	\$144.87	\$215.00	\$166.45	\$190.41	\$152.52	-\$37.89	-19.9%
Revenue per available room	\$148.05	\$84.30	\$208.10	\$133.99	\$165.27	\$98.41	-\$66.85	-40.5%

Reservation Level Estimates

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 (448 of the 4,927 units) for which complete data is publicly available, the percentage of properties that are reserved or blocked from further reservation at this time are shown below, as well as the revised estimates of the percentage blocked during the equivalent rental week last year.

	Final Percentage Reserved	Final Percentage Reserved	Percentage Reserved Two Weeks In Advance		Percentage Reserved Four Weeks In Advance		Percentage Last Observed As Reserved
	2019	2020	2019	2020	2019	2020	2020
July 25-31, 2020	81.5	72.3	75.2	86.2	74.5	85.9	
Aug. 1-7, 2020	84.5	74.1	77.8	85.5	80.5	72.1	
Aug. 8-14, 2020	80.1	73.9	80.1	83.0	71.2	67.6	
Aug. 15-21, 2020	75.2		70.7	60.9	67.5	50.9	
Aug. 22-28, 2020	68.5		65.2	51.1	67.2	43.3	
Aug. 29, to Sept. 4, 2020	9.5		60.7		61.5	44.4	
Sept. 5-11, 2020	55.9		54.6		47.5	49.3	
Sept. 12-18, 2020	57.9		55.5		48.7		48.1
Sept. 19-25, 2020	52.9		50.2		45.7		50.9
Sept. 26, to Oct. 2, 2020	50.6		51.6		43.8		47.6
Oct. 3-9, 2020	57.3		53.6		49.3		52.2
Oct. 10-16, 202	54.4		53.5		46.9		50.8
Sample weekly (units)	320	448					448

(CCU Lodging Update continued page 2.)



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Forecasts and Analysis

The center’s researchers are monitoring the percentage of VRPs blocked as reserved on the internet between July 25, to Oct. 16, 2020 (above). The final results four days in advance of the date of arrival for each of the equivalent rental weeks in 2019 are also shown. Average occupancy and reservations results are available graphically at the center’s [research website](#).

According to weather.com at the time of this writing, the weather forecast for the weekend of Aug. 8-9, 2020, calls for a high temperature of 86 degrees and 88 degrees, and a 60 percent and 40 percent chance of precipitation, respectively. The Brittain Center now predicts that average occupancy for its sample of HC-HC properties may be near or above 80 percent for the weekend nights of Aug. 7-8, 2020.

July Results

Current results for Brittain Center’s voluntary sample of HC-HC properties located along the Grand Strand and the final results of researchers’ internet observations of a scientifically random sample of VRP websites in Horry County are shown below. The [monthly results](#) for the center’s sample of HC-HC properties for the most recent three years are available in the Insider section.

Metric	2019	2020	Delta 2019-2020	Percent Change 2019-2020
Hotels, condo-hotels, and campsites				
Average percent occupancy	88.5	61.6	-26.9	-30.4%
Average daily rate per unit	\$202.86	\$164.10	-\$38.76	-19.1%
Revenue per available room	\$179.56	\$101.07	-\$78.49	-43.7%
Voluntary sample (units)	7,389	4,243		
Average bedrooms per unit	1.4	1.4		
Vacation rental properties				
Average percent reserved	89.2	78.0	-11.2	-12.5%
Average advertised price per bedroom	\$121.85	\$77.16	-\$44.69	-36.7%
Est. revenue per available bedroom	\$108.74	\$60.22	-\$48.52	-44.6%
Scientific random sample (units)	209	244		
Average bedrooms per unit	4.0	3.1		

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Horry County Lodging Segment-Level Results for the Six-Week Period Ending Aug. 1, 2020

Metric	2019	2020	Delta 2019-2020	Percent Change 2019-2020
Hotels, condo-hotels, and campsites				
Average percent occupancy	89.0	64.5	-24.5	-27.5%
Average daily rate per unit	200.7	165.2	-\$35.45	-17.7%
Revenue per available room	106.6	178.7	-\$72.04	-40.3%
Voluntary sample (units)	7,434	4,241		
Average bedrooms per unit	1.4	1.3		
Vacation rental properties				
Average percent reserved	88.6	79.9	-8.7	-9.9%
Average advertised price per bedroom	\$120.35	\$82.29	-\$38.05	-31.6%
Est. revenue per available bedroom	\$106.61	\$65.72	-\$40.89	-38.4%
Scientific random sample (units)	209	239		
Average bedrooms per unit	4.0	3.3		

Additional Research Notes

The Brittain Center's preliminary sample of 12 HC-HC properties reporting for the week of July 26, to Aug. 1, 2020, was 3,922 units consisting of five hotels, six condo-hotels, and one campground resort. During the most recent 52-week period, the center's sample of all hotels, condo-hotels, and campsites averaged 6,031 units per week.

Data collected and analysis created by:

The Clay Brittain Jr. Center for Resort Tourism
L. Taylor Damonte, Ph.D., professor/director
John Sanders and Kristina Valentin, research assistants

In cooperation with:

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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.