

Lodging Industry Performance, Horry County, SC
Jan. 1 to Dec. 31, 2014 - 2019

	2014	2015	2016	2017	2018	2019	Delta 2019 - 2018	Percent Change 2019 - 2018	Percent Change 2019 - 2014
Hotels, Condo-Hotels, and Campsites (HC-HC segment)									
Average Percent Occupancy	55.4	53.9	54.7	55.2	54.0	57.0	3.0	5.6%	2.9%
Average Daily Rate per unit	\$92.58	\$99.76	\$104.17	\$109.14	\$108.98	\$112.34	\$3.35	3.1%	21.3%
Revenue per Available Room	\$51.27	\$53.76	\$56.96	\$60.19	\$58.83	\$64.04	\$5.21	8.9%	24.9%
Sample Size in units	9,745	9,517	9,629	9,011	8,239	7,586			
Average Bedrooms per unit	1.4	1.4	1.4	1.4	1.4	1.4			
Percent Brand-Affiliated	15.9	14.2	13.5	13.3	13.4	15.0			
Vacation Rental Properties (VRP Segment)									
Average Percent Occupancy	64.1	57.9	61.6	58.4	57.7	56.5	-1.1	-2.0%	-11.7%
Average Advertised Daily Rate per Bedroom	\$61.21	\$62.92	\$64.72	\$64.61	\$64.39	\$64.44	\$0.05	0.1%	5.3%
Revenue per Available Bedroom	\$39.20	\$36.42	\$39.86	\$37.74	\$37.14	\$36.43	-\$0.71	-1.9%	-7.1%
Sample Randomly Chosen Weekly	217	217	217	208	209	208			
Average Bedrooms per unit	4.0	4.0	4.0	4.1	4.0	4.1			
Percent Brand-Affiliated	6.9	6.9	6.9	7.2	7.2	7.2			
¹ - Drawn from the tourism economy study databased of the Brittain Center for Resort Tourism on Jan. 23, 2020									