



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, Jan. 7, 2021

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. 27, 2020 to Jan. 2, 2021, are shown below.

Metric	Midweek	Midweek	Weekend	Weekend	Complete Week	Complete Week	Week Delta	Week Percent Change
	2019	2020	2020	2021	2019-20	2020-21	2019-2021	2019-2021
Average percent occupancy	50.7	49.4	40.8	65.7	47.9	53.6	5.7	11.9%
Average daily rate per unit	\$72.22	\$61.33	\$56.35	\$56.19	\$68.35	\$59.71	-\$8.65	-12.6%
Revenue per available room	\$36.65	\$30.31	\$22.99	\$36.91	\$32.74	\$32.01	-\$0.73	-2.2%

Reservation Level Estimates

Vacation Rental Properties

Based on the Brittain Center's observations of stratified random samples of internet websites of vacation rental properties (VRPs) in the coastal sections of Horry and Georgetown counties 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 Last Year	Final Percentage Reserved This Year	Percentage Reserved Two Weeks In Advance		Percentage Reserved Four Weeks In Advance		Percentage Last Observed As Reserved This Year
			Last Yr	This Yr	Last Yr	This Yr	
Dec. 26, 2020 to Jan. 1, 2021	47.7	43.8	45.2	49.6	43.0	51.2	
Jan. 2-8, 2021	43.6		36.9	49.3	36.6	45.2	
Jan. 9-15, 2021	36.5		44.3	42.5	41.4	34.1	
Jan. 16-22, 2021	42.1		40.3		35.8	31.2	
Jan. 23-29, 2021	41.3		44.1		45.7	38.9	
Jan. 30, to Feb. 5, 2021	46.1		44.4		30.5		38.4
Feb. 6-12, 2021	47.1		53.6		44.4		41.5
Feb. 13-19, 2021	51.9		49.9		48.2		42.0
Feb. 20-26, 2021	55.5		51.8		48.4		42.6
Feb. 27, 2020 to Mar. 5, 2021	50.6		47.4		43.3		41.8
Sample weekly (units)	301	374					374

(CCU Lodging Update continued page 2.)



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December 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	38.3	35.8	-2.5	-6.6%
Average daily rate per unit	\$77.10	\$61.22	-\$15.88	-20.6%
Revenue per available room	\$29.54	\$21.89	-\$7.64	-27.2%
Voluntary sample (units)	7,203	3,201		
Average bedrooms per unit	1.4	1.4		
Vacation rental properties				
Average percent reserved	39.2	60.6	21.4	54.7%
Average advertised price per bedroom	\$42.55	\$44.51	\$1.96	4.6%
Est. revenue per available bedroom	\$16.68	\$26.99	\$10.31	61.8%
Scientific random sample (units)	207	166		
Average bedrooms per unit	4.1	3.1		

Horry County Lodging Segment-Level Results for the Six-Week Period Ending Jan. 2, 2021

Metric	2019	2020	Delta 2019-2020	Percent Change 2019-2020
Hotels, condo-hotels, and campsites				
Average percent occupancy	35.0	31.6	-3.4	-9.8%
Average daily rate per unit	71.3	62.6	-\$8.70	-12.2%
Revenue per available room	24.9	19.8	-\$5.18	-20.8%
Voluntary sample (units)	6,653	3,077		
Average bedrooms per unit	1.4	1.4		
Vacation rental properties				
Average percent reserved	40.5	59.7	19.2	47.3%
Average advertised price per bedroom	\$40.87	\$43.10	\$2.23	5.5%
Est. revenue per available bedroom	\$16.56	\$25.72	\$9.16	55.3%
Scientific random sample (units)	209	171		
Average bedrooms per unit	4.1	3.1		

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Horry County Lodging Industry Results for Jan. 1, to Dec. 31, 2019, and Jan. 1 to Dec. 31, 2020

Metric	2019	2020	Delta	Percent Change
Hotels, condo-hotels, and campsites				
Average percent occupancy	57.5	42.9	-14.6	-25.4%
Average daily rate per unit	\$112.33	\$93.58	-18.7	-16.7%
Revenue per available room	\$64.56	\$40.10	-24.5	-37.9%
Voluntary sample (units)	7,464	4,500		
Average bedrooms per unit	1.4	1.4		
Vacation rental properties				
Average percent blocked	56.5	56.9	0.6	1.0%
Average advertised price per bedroom	\$64.44	\$54.91	-\$9.92	-15.3%
Estimated revenue per available bedroom	\$36.43	\$31.26	-\$5.26	-14.4%
Random sample (units)	208	192		
Average bedrooms per unit	4.1	3.7		

The annual results since 2014-2019 are available on [the center's research page](#).

Additional Research Notes

The Brittain Center's preliminary sample of 9 properties reporting for the week of Dec. 27, 2020, to Jan. 2, 2021, was 2,551 units consisting of four hotels, 4 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 4,547 units per week.

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The Clay Brittain Jr. Center for Resort Tourism

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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.