

# **A Technical Analysis of Transient Lodging Demand Along The Grand Strand: The Moving Average Rate of Change**

**A Presentation to the  
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# Horry County Transient Lodging Inventory

<b>Hotels/Condo-hotels</b>	37,021	41,467	39,402	53,165	6%	28%
<b>Timeshare Units</b>	3,261	5,982	5,971	11,085	83%	85%
<b>Campsites</b>	4,554	6,831	5,125	7,688	13%	13%
<b>Vacation Rental Properties</b>	4,182	20,074	5,305	21,751	27%	8%
<b>Total</b>	49,018	74,354	55,803	93,688	14%	26%
<sup>1</sup> -- Bedroom equivalents are defined as spaces capable of sleeping 2 to 4.						
<sup>2</sup> -- Vacation rental properties includes both single-family and multi-family units. This number changes throughout the year. It is estimated by counting the units advertised on the Internet and through informal surveys of realtors.						
<sup>3</sup> -- Assumes 1 campsite equals 1.5 bedroom equivalent sleeping spaces.						

# Horry County Transient Lodging Study

**Hotels, condo-hotels and campsites (HC-HCs), nightly rentals...**

*Performance estimated using self-reported performance data from a voluntary sample of participating properties. Average weekly number of units (n) = 9,440 (13,058 bedroom equivalents). The units are 32 percent hotels (25 percent of bedroom equivalents), 60 percent condo-hotels (65 percent of bedroom equivalents), 8 percent campsites (9 percent of bedroom equivalents).*

# Horry County Transient Lodging Study

**Vacation rental properties (VRPs)** includes homes and condominiums, weekly rentals.

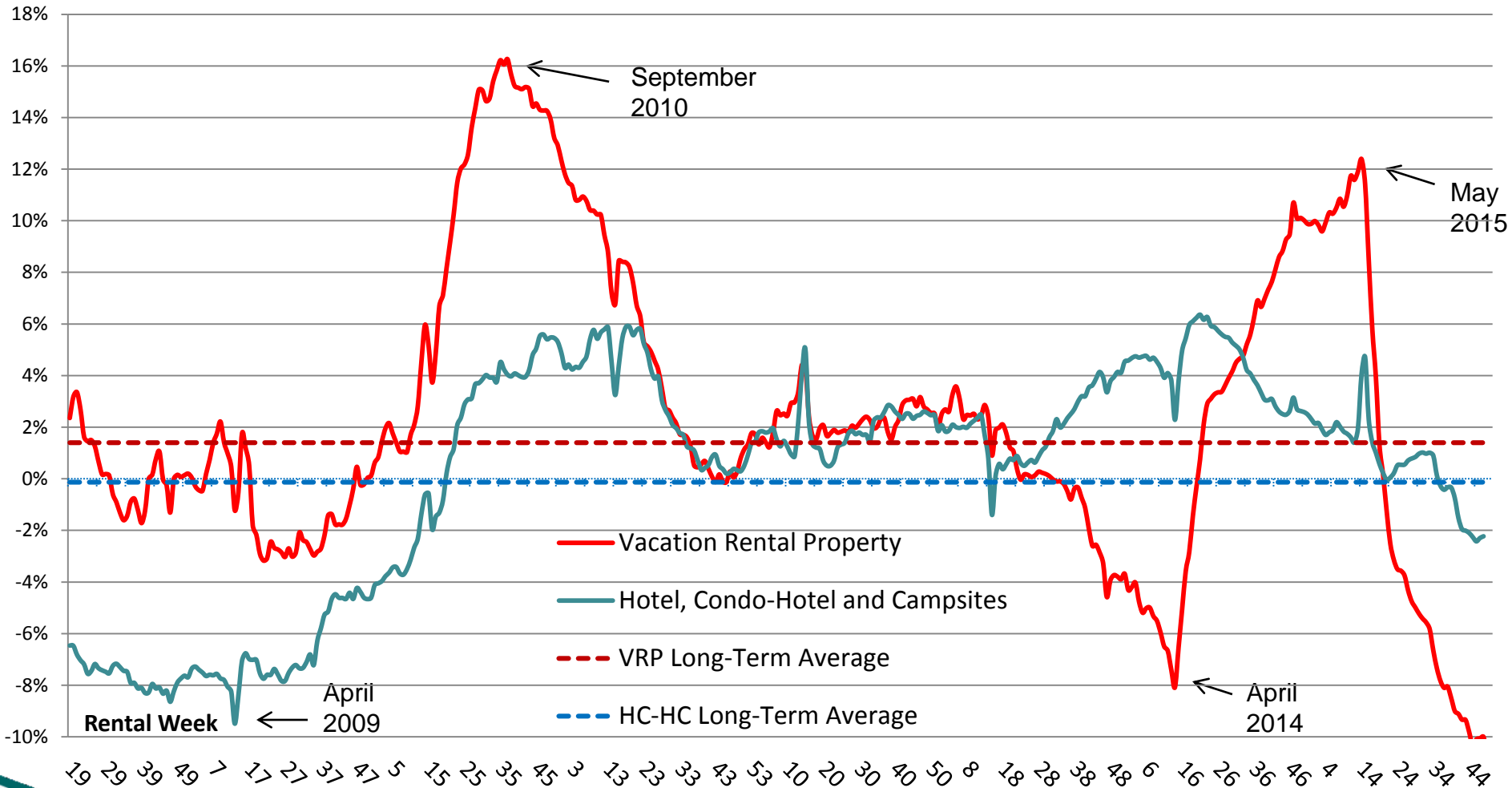
*Performance estimated using a scientifically random observation sample of 10 percent of all VRP properties for which property status and pricing data is made available on the Internet. Average weekly number of units (n) = 217 units (864 bedroom equivalents). The units are 69 percent rental homes, accounting for 82 percent of the bedrooms in the VRP sample.*

# Weekly Performance Metrics

The researchers track weekly performance and the 52-week moving average rate of change in three similar metrics for each segment:

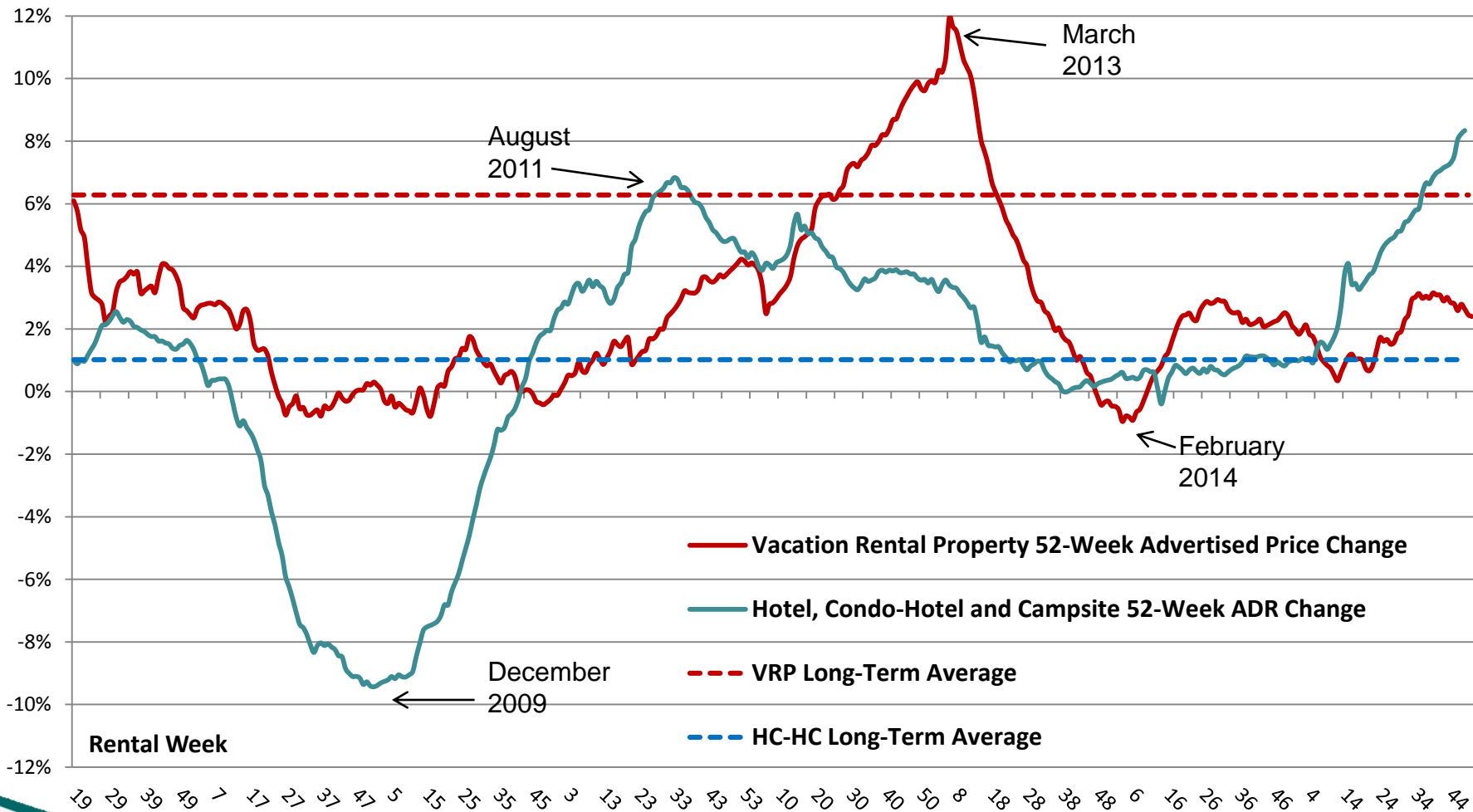
- For HC-HCs – average percent occupancy, average daily rate and revenue per available room.
- For VRPs – average percent occupancy by reservations, average advertised rental price and average revenue per available bedroom.

**52-Week Moving Average Change in Hotel, Condo-Hotel and Campsite Average Occupancy  
and 52-Week Moving Average Change in Average Percent of Vacation Rental Property Bedrooms Reserved  
in the Myrtle Beach Area May 4, 2008 - Dec. 12, 2015**

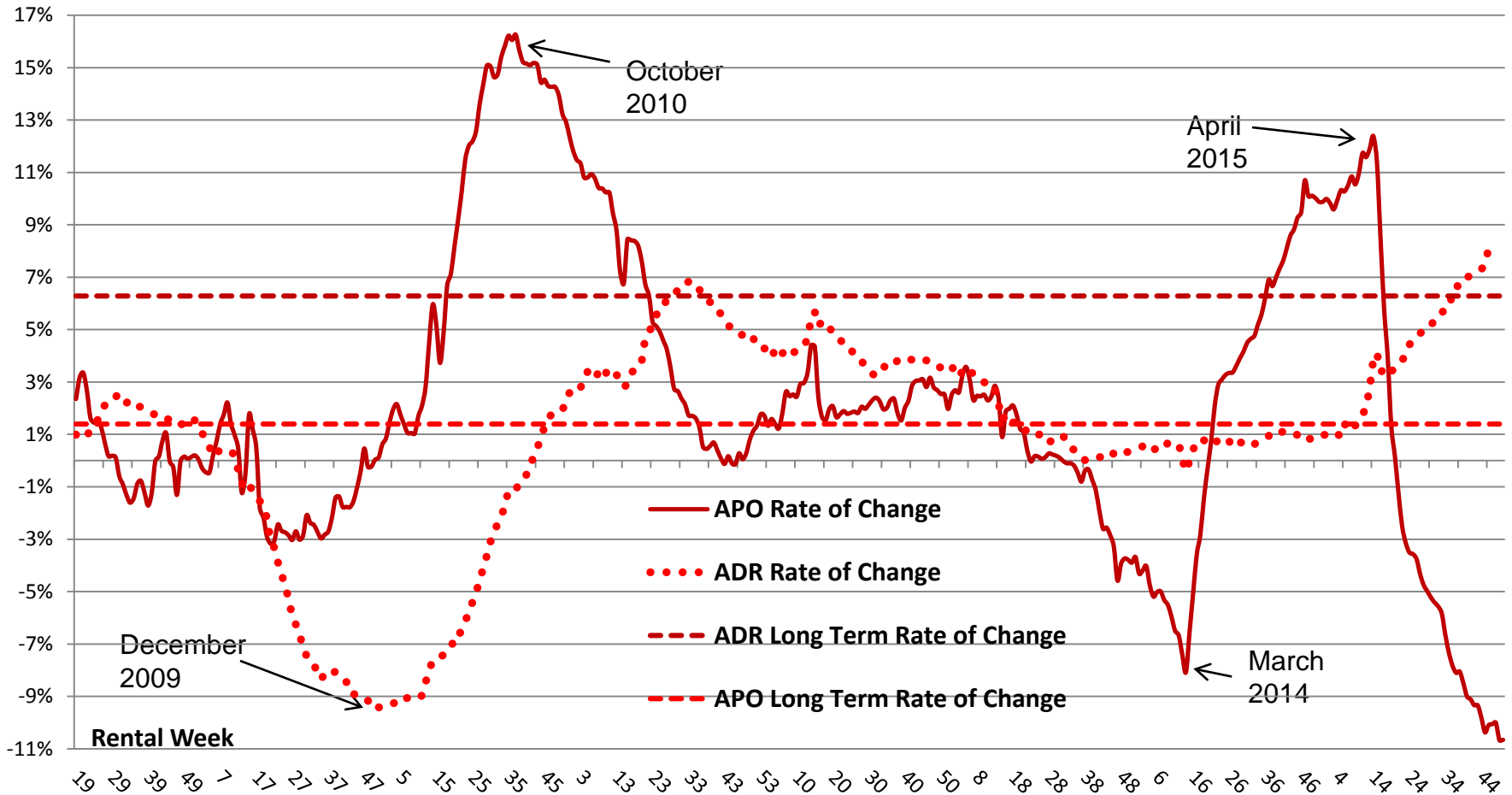


- The moving 52-week rate of change in occupancy for nightly and weekly rentals is now below the long-term rate of change by 2 and 12 percent, respectively.

**52-Week Average Change in Average Daily Rates in Hotel, Condo-Hotel and Campsites  
and 52-Week Moving Average Change in Average Advertised Weekly Price per Bedroom in Vacation Rental  
Properties in the Myrtle Beach Area of South Carolina May 4, 2008 - Dec. 12, 2015**



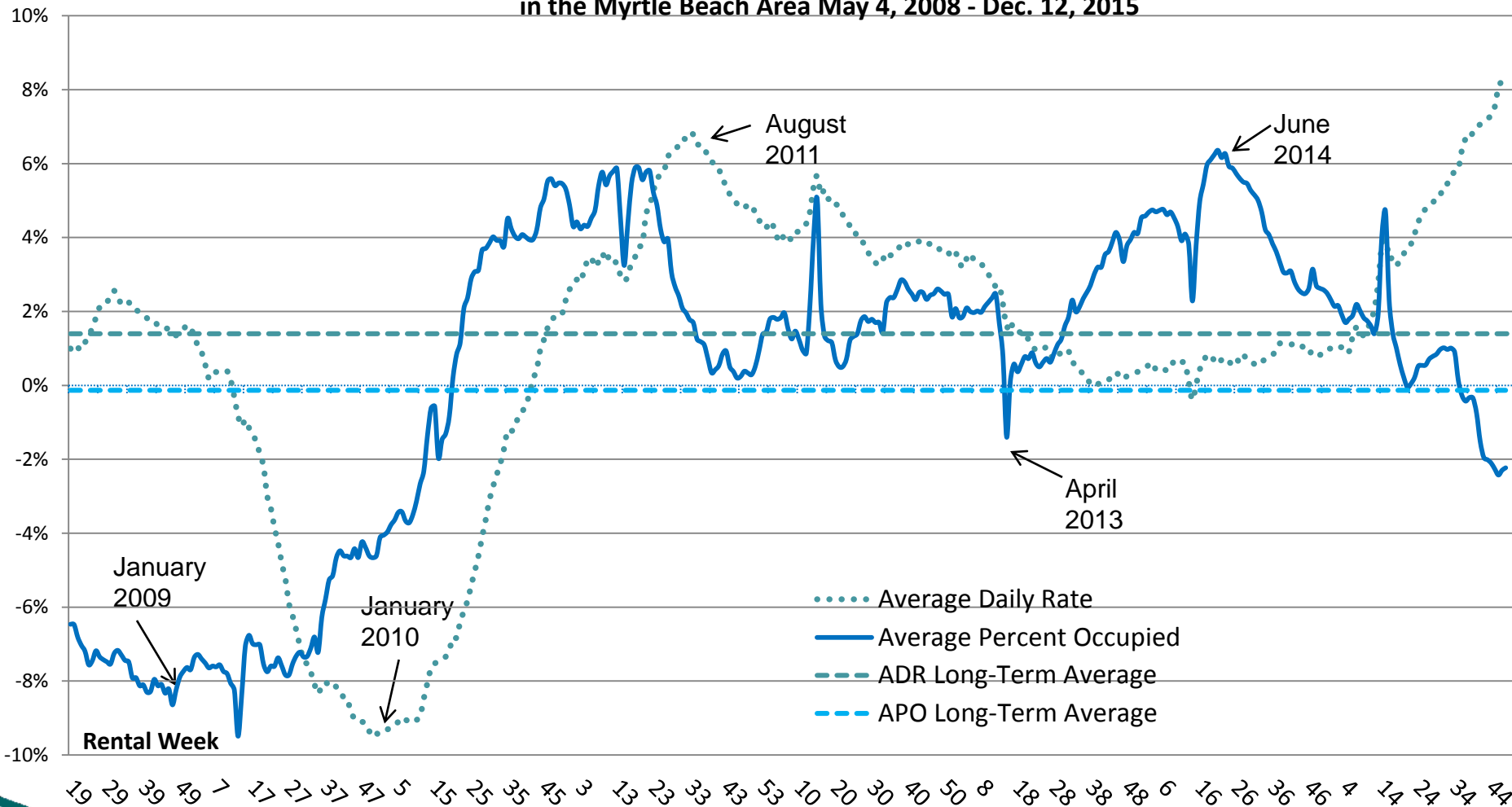
## 52-Week Average Change in Vacation Rental Property Average Percent Occupied and Advertised Average Weekly Price per Bedroom in the Myrtle Beach Area of South Carolina May 4, 2008 - Dec. 12, 2015



- Rate of change in APO and AWR diverging currently for VRPs.

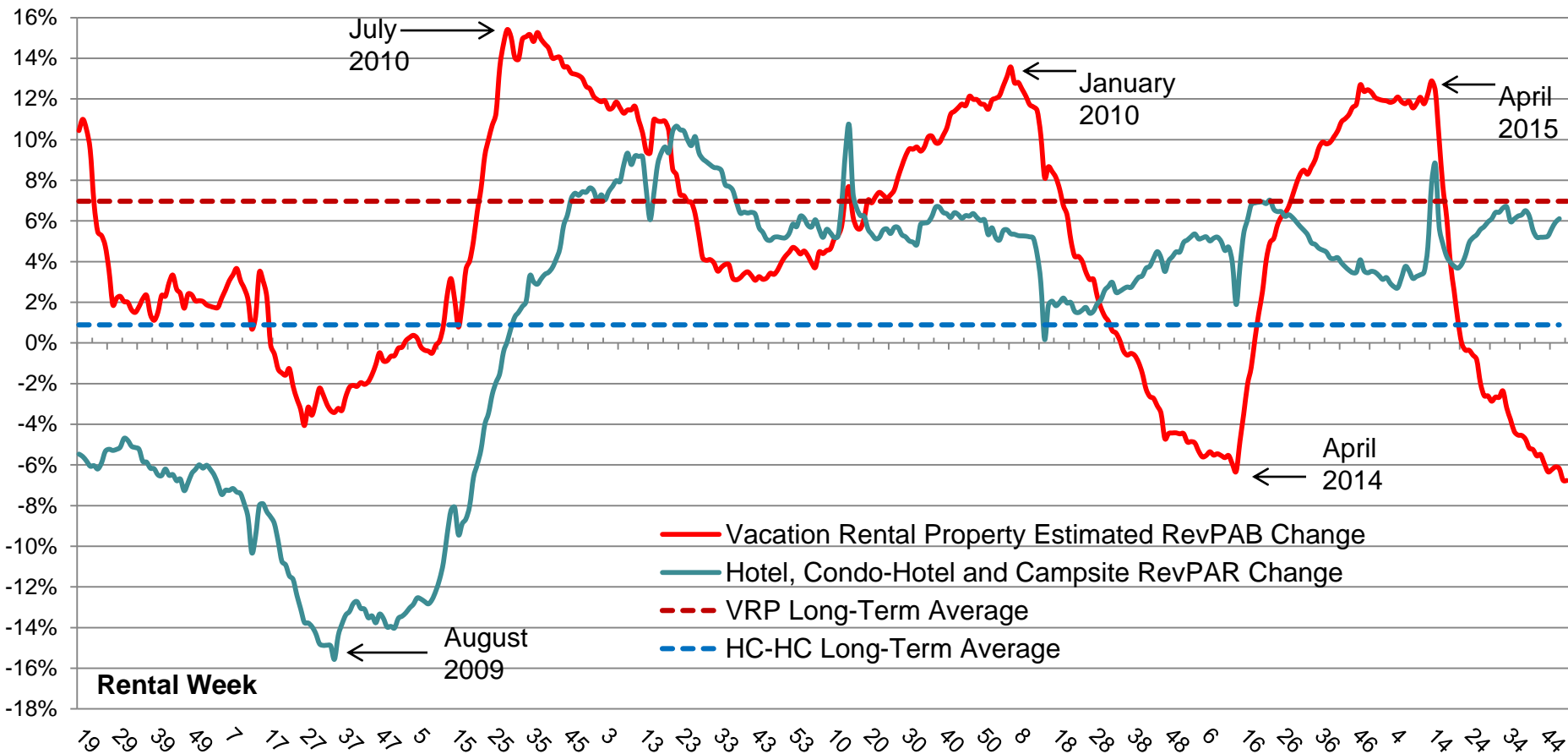


**52-Week Moving Average Change in Hotel, Condo-Hotel and Campsite Average Occupancy  
and 52-Week Moving Average Change in Hotel, Condo-Hotel and Campsite Average Daily Rate  
in the Myrtle Beach Area May 4, 2008 - Dec. 12, 2015**



- Rate of change in APO and AWR diverging currently for HC-HCs also.

## 52-Week Moving Average Change in Hotel, Condo-Hotel and Campsite Average RevPAR and 52-Week Moving Average Change in Vacation Rental Property RevPAB in the Myrtle Beach Area of South Carolina May 4, 2008 - Dec. 12, 2015



- The 52-week rate of change in RevPAR for HC-HCs is 5 points above its long-term rate of change.
  - The rate of change in RevPAB for VRPs is 14 points below its long-term rate of change.

# Factors Impacting Area Average Occupancy Percentage

1. A change in the relative level of demand for the Myrtle Beach area versus competing destinations.
2. A change in the amount of inventory of any type of daily or weekly transient lodging in the destination, including vacation ownership.

# Factors Impacting Lodging Demand

- Change in demand for the area's natural and built attractions relative to demand for competing destinations. These can be impacted by weather and other environmental factors within the destination and within competing destinations, i.e., hurricanes, oil spills, etc.
- Change in the prices of all tourist services (attractions and food) at the destination versus that of competing destinations.
- Change in the price (money and time) to travel to the area versus competing destinations, i.e., fuel prices, airfares, road/airport conditions.
- Change in the level and quality of advertising and publicity about the destination and about competing destinations, both paid and unsolicited.
- Change in personal income.
- Change in the level of personal savings.
- Change in consumer and business confidence.

# Questions or other thoughts? Send them to ...

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