

**The Economic Impact of Travel on  
South Carolina State and Counties, 2020**

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The primary focus of this study is to provide estimates of the economic impact of domestic travel on South Carolina and each of the state's 46 counties. For the state and each county, estimates of visitor spending, tourism generated employment, payroll income, and state and local government tax revenues are included. The estimates in this report represent the impact of domestic visitors only and do not include impacts of international visitors, government support of tourism and tourism-related capital investments. This study covers the calendar-year 2020 period and therefore reflects the impact of the Covid-19 pandemic.

This study was conducted by Travel Impact Analysis, LLC for the South Carolina Department of Parks, Recreation & Tourism. Travel Impact Analysis, LLC provides measurement of travel and tourism impacts on the economy using the Tourism Satellite System – an international standard for the economic measurement of tourism.

Travel Impact Analysis, LLC  
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## **INTRODUCTION AND METHODOLOGY**

This study was conducted by Travel Impact Analysis, LLC for the South Carolina Department of Parks, Recreation & Tourism. The study provides the direct economic impact of domestic travel on South Carolina and each of South Carolina's 46 counties. The direct impacts include tourism spending, tourism generated employment, payroll income, and state and local government tax receipts. The estimates in this report represent the impact of domestic visitors only and do not include impacts of international visitors, government support of tourism and tourism-related capital investments. This report is organized into four sections and each section also includes a discussion of the impact of the COVID-19 pandemic.

- Highlights of the U.S economy overall
- Economic Impact of travel and tourism on the U.S. national economy
- Economic impact of domestic travel South Carolina
- Economic impact of domestic travel on South Carolina counties

All estimates of the economic impact of travel included in this study are conducted using the concepts and methodology of the Tourism Satellite Account – an international standard for the economic measurement of tourism. The Tourism Satellite Account (TSA) is developed by the UNWTO and approved by the United Nations Statistical Commission. It has been utilized by the U.S. Bureau of Economic Analysis (BEA) to conduct the USTSA at the national level. Direct impacts are included in this study, but indirect and induced impacts are not.

*Tourism expenditures* reported in this study refers to the amount paid for the acquisition or consumption of goods and services, as well as valuables, for personal use or to give away, for and during tourism trips. Estimates of tourism expenditures include South Carolina residents' travel-related spending in the state and travel spending in South Carolina by inbound visitors from other states.

Tourism impacts on employment and payroll are derived by applying estimated shares to travel related industries that provide goods and services to travelers. IMPLAN modeling system is also used in estimating tourism employment, income, as well as tax revenues for federal, state and local government.

Data compiled by the South Carolina Department of Parks, Recreation and Tourism (including state and local tax collections, air passengers by airport, STR hotel data, AirDNA, etc.), as well as data collected through government agencies (Census Bureau, BEA, BLS, BTS, Highway statistics, etc.) are employed to generate these estimates.

In order to compare 2020 tourism impacts with the previous year, 2019 impacts were estimated using the TSA concepts and methodology and may not be strictly comparable with other estimates of 2019 tourism impacts.

## **EXECUTIVE SUMMARY**

### **Nationwide:**

- COVID-19 wreaked havoc on the U.S. and global economies. Travel and tourism plunged sharply in 2020. In many states and cities, travel fell by 80-90% from March to May 2020.
- Total US air passenger volume declined 60.4% and hotel room demand fell nearly 36% in 2020.
- Total domestic and international travel spending in the U.S. declined by more than 46%. Travel generated employment dropped 27% - about 2.5 million tourism jobs were lost nationwide.
- Total U.S. international arrivals, including arrivals from overseas countries, Canada and Mexico, declined 75.5% to 19.4 million in 2020 from 79.4 million in 2019.

### **South Carolina Statewide:**

- South Carolina tourism also suffered an unprecedented decline in 2020. Domestic air passengers fell nearly 59% and hotel room demand declined 26.7%.
- Domestic traveler spending in the state declined 30.7% to \$10.8 billion in 2020.
- All sectors of the tourism industry experienced massive layoffs. Domestic travel-generated employment in South Carolina declined by 21.6% in 2020 with about 29,500 tourism workers losing their jobs.
- Tax revenues generated by domestic travel in South Carolina were down 24.3% in 2020.
- Travel patterns changed during and due to the Coronavirus Pandemic. Travel shifted towards shorter stays, visiting rural areas, engaging in outdoor activities, and staying in rental homes and cabins. Accordingly, demand for personal rental homes decreased only -3.3% compared the much larger drop in demand for hotels.

### **South Carolina Counties:**

- With new travel patterns emerging due to the pandemic, the impact on counties was quite different in 2020 compared to previous years.
- Domestic traveler spending in counties with traditional travel attractions and larger cities declined much more than in some rural counties. Domestic traveler spending in Horry County declined 35.8%, while Charleston suffered a 34.4% drop in 2020.
- The impact of the pandemic on county-level tourism employment was significant as well. A majority (40 out of 46) of South Carolina's counties suffered a decrease in tourism employment. Tourism jobs declined 28.3% in Horry County in 2020.

## NATIONAL ECONOMIC HIGHLIGHTS 2020

The COVID-19 pandemic in 2020 was a disaster for the U.S. and the rest of the world. It created a public health crisis, an economic crisis and resulted in the loss of millions of lives. It led to changes in daily behaviors, in societal norms, in consumption patterns, in travel patterns, in business practices, in employment levels, in educational institutions and more. The U.S. economy plunged at a record rate in the spring of 2020 due to restrictions on operations of businesses, restrictions on travel, and restrictions on social activities. This was followed by a period of gradual recovery during the rest of the year.

- ↓ **GDP** - U.S. Real Gross Domestic Product (GDP) in 2020 decreased by 3.5%, the deepest decline since 1947. During the second quarter of 2020, real GDP plunged 9% compared to the same quarter of 2019. Based on a seasonally adjusted annual rate, real GDP in Q2 2020 declined 31.4% from Q1 2020. Either way it is measured, Q2 2020 was the worst quarterly economic contraction in US history. The U.S. economy started to improve in the third and fourth quarters of 2020.
- ↓ **PCE** - Personal consumption expenditures in 2020 declined 3.9%, the steepest rate since 1942. In the second quarter of 2020, U.S. personal consumption expenditures were 10.5% lower than the second quarter of the previous year. The PCE recovered rapidly during the second half of 2020.
- ↓ **Employment** - Total non-farm employment fell 5.8% and total employment in private industries declined 6.2% in 2020. The 5.8% decrease in non-farm employment was the most severe fall in the past 70 years. About 9.7 million non-farm jobs were lost, and the unemployment rate went up to 8.1% in 2020 from 2019's 3.8%. Most layoffs occurred in the second quarter during which total non-farm employment fell more than 11% compared to the same period in 2019.

### Key Economic Indicators U.S. 2020 - Change from Previous Year

Total Real GDP	-3.5%
Personal Consumption Expenditures	-3.9%
Total Non-farm Employment	-5.8%
Total Private Industry Employment	-6.2%
Total Exports	-12.9%
Total Service Exports	-19.2%
CPI	1.2%

Sources: BEA, BLS

## **2020 U.S. Travel and Tourism**

Travel was impacted by the COVID-19 pandemic more severely than any other industry in the U.S. economy and to an extent never seen.

During the initial virus outbreak from late March to May 2020, an estimated 95% of the U.S. population was subject to stay-at-home orders. Leisure, personal, and business travel was almost completely shut down throughout the country. Almost all conferences, shows, plays, and sporting events were cancelled. Attractions, museums, parks, shopping malls, retail stores, restaurants, hotels, and public transportation services were closed or restricted during this period. The lifting of stay-at-home orders and business restrictions occurred in phases and varied by state and city but much of the country began to reopen in May 2020.

While international travel to the U.S. was almost non-existent after the reopening, domestic travel improved gradually. In some places, domestic travel recovered more quickly due to earlier openings, less restrictions and changes in consumer travel patterns. Due to consumer anxiety about catching the virus and on-going public health policies such as social distancing, restrictions on gatherings and events and limited availabilities of restaurants and attractions in certain areas, people were inclined to travel by car or other personal vehicles to closer destinations, to take day trips, and to travel to rural areas. Staying in vacation rentals became more preferred by overnight visitors. Outdoor activities also became more popular in 2020.

Though some tourism activities and sectors fared better than others, every sector of the tourism industry suffered negative impacts from the pandemic in 2020. Among the dramatic examples of impacts were air traffic, hotels and attractions.

- Total U.S. airline passengers declined 60.4% in 2020. In April, total airline passenger volume fell 96% to a level not been seen since 1954.
- Domestic air passenger volume fell 58.6%. Domestic flights were carrying about 10 Passengers on average in mid-April, down from an average of 85-100 passengers in the first two months of 2020.
- International travel to the U.S was shut down almost completely after the first quarter of 2020. From April to December 2020, total international arrivals to the U.S. plunged more than 91% compared to the same period in 2019 with overseas arrivals falling nearly 96% and Canadian visitors falling 97%. For the year overall, U.S. international arrivals declined 75.5% to 19.4 million in 2020, down from 79.4 million in 2019. Overseas arrivals in 2020 fell 81.2% from the previous year's 40.4 million to only 7.6 million in 2020.
- Hotel room demand fell nearly 36% and room revenues declined more than 49% in 2020. Hotels/motels started to show double digit declines in March and



experienced their worst decline in April. The pandemic resulted in a 27.5% drop in hotel industry employment. The industry lost more than a half million jobs in 2020.

- COVID-19 caused massive losses for amusement and recreation services and attractions due to government-imposed business closures, travel restrictions and concern over indoor virus transmission. Gross output of this industry fell more than 37% and employment was down 27% in 2020.

## Key Travel Indicators 2020 U.S. - Change from Previous Year

Travel Spending	-46.2%
Domestic Traveler Spending	-39.8%
International Traveler Spending	-80.9%
Total Travel Exports	-64.3%
 Travel Employment	 -27.0%
 Airline Industry	
Air Passengers	-60.4%
Domestic	-58.6%
International	-72.6%
Airline Industry Employment	-14.8%
 Hotel Industry	
Hotel Room Demand	-35.7%
Hotel Room Revenues	-49.4%
Hotel Industry Employment	-27.7%
 International Inbound Travel	
Total U.S. International Arrivals	-75.5%
U.S. Overseas Arrivals	-81.2%
Arrivals from Canada	-76.8%
Arrivals from Mexico	-61.6%

*Source: NTTO, BLS, BTS, STR Data provided to South Carolina Department of Parks, Recreation & Tourism, Travel Impact Analysis*

## 2020 Travel Expenditures in the U.S.

Traveler spending in the U.S. was significantly diminished by the Coronavirus Pandemic in 2020. Total domestic and international traveler spending in the U.S. in 2020 declined 46.2% from the previous year. Domestic traveler spending in 2020 decreased by 39.8%, while international traveler spending in the U.S. declined 80.1% from the previous year.

**Table 1: Travel Spending in the U.S.  
Percent Changes from 2019**

Category	Total Travel*	Domestic Travel
Total	-46.2%	-39.8%
Public Transportation	-65.0%	-62.2%
Auto Transportation	-33.3%	-28.0%
Lodging	-39.2%	-28.8%
Food Services	-41.8%	-32.0%
Amusement/Recreation	-44.6%	-38.6%
Retail Shopping	-35.5%	-27.4%

\*Include both domestic and international traveler spending in the U.S.

Source: Travel Impact Analysis

- Traveler spending on public transportation fell 65%, the largest drop among all six spending categories reported. Spending on public transportation by domestic travelers dropped 62.2%.
- Due to closures and restrictions in 2020, theme parks, museums, sporting events, shows and other amusement and recreation services were very negatively impacted. Consequently, traveler spending in this category declined 44.6% in total and 38.6% among domestic travelers.
- Pandemic influenced conditions throughout 2020 shifted consumer travel behavior toward increased preference for auto trips, day trips, outdoor activities, and staying in private vacation rental properties. Domestic traveler spending on grocery stores and other retail accounted for a larger proportion of total trip spending compared to the previous year. As a result, domestic traveler spending on retail items declined less (-27.4%) than the other five categories.
- Despite a 49% decline in total hotel room revenues, domestic traveler spending on lodging, which was buoyed by vacation rentals, cabins, and other private lodging, had a relatively moderate decline (-28.8%) in 2020.

## 2020 Travel Employment in the U.S.

Travel and tourism employment suffered a more severe impact from the COVID-19 pandemic than any other industry in 2020. While total non-farm employment declined by 5.8% and total private industry employment decreased 6.2%, travel employment generated by domestic and international travel in the U.S. fell 27% in 2020. About 2.5 million tourism workers lost their jobs.

**Table 2: Travel Employment in the U.S.  
Changes from 2019**

Category	Total Travel*	Domestic Travel
Total	-27.0%	-20.3%
Public Transportation	-18.6%	-16.2%
Auto Transportation	-13.4%	-10.2%
Lodging	-27.6%	-19.3%
Food Services	-34.3%	-26.5%
Amusement/Recreation	-32.6%	-27.7%
Retail Shopping	-22.5%	-12.8%

\*Employment generated by total domestic and international travel.

Source: Travel Impact Analysis

- Due to inherent vulnerabilities of the food service industry in a pandemic situation combined with the disruption of travel demand, many of their full time, part time and seasonal/temporary workers were laid off. The employment generated by total travel in this industry fell 34.3% in 2020 from the previous year, the largest decrease among all categories in this report.
- As a result of the severe disruption in amusement and recreation events and services, the industry also experienced severe lay-offs. In 2020, the employment generated by travel demand for in amusement and recreation was down 32.6% from the previous year.
- Employment in the lodging industry declined by 27.6% in 2020.
- In contrast, employment in public transportation, especially in the airline industry, had a softer decline relative to the substantial cutback in travel demand and spending in this category. Employment in the U.S. airlines industry was down 14.8% though the air passengers decreased more than 60% in 2020. The employment generated by total travel in public transportation declined by 18.7%, while travel spending on this sector plunged 65% in 2020.

**ECONOMIC IMPACT OF DOMESTIC TRAVEL  
ON SOUTH CAROLINA**

## **DOMESTIC TRAVEL IMPACT ON SOUTH CAROLINA - 2020**

### **2020 Travel Expenditures in South Carolina**

Effects of the COVID-19 pandemic on Travel and tourism in South Carolina were similar to effects on rest of the nation. All travel-related business sectors in the state suffered major declines in 2020. Also like the rest of the nation, consumer travel behaviors in South Carolina changed due to the pandemic. Visitors were more likely to take shorter trips or day trips by cars or RVs and lodging demand shifted towards vacation rentals. Rural areas and various outdoor activities became more popular. Consequently, the component categories of travel spending were affected differently.

*During 2020, domestic travel expenditures were down 30.7% to \$10.8 billion from 2019's level of \$15.5 billion.*

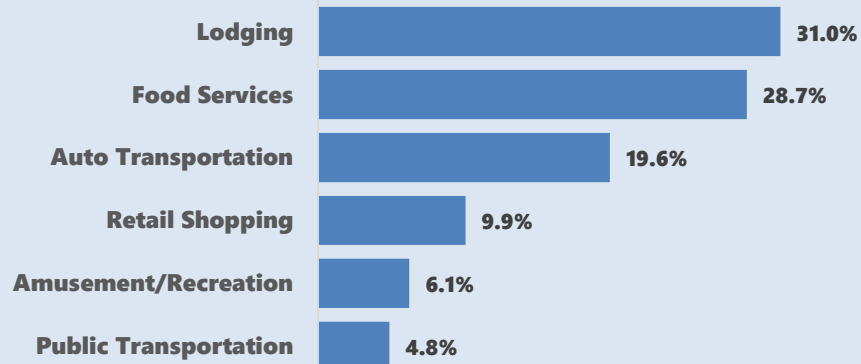
- Due to a substantial decrease in air travel and other modes of public transportation, spending on public transportation in South Carolina declined 64.6% to only \$515.5 million in 2020.
- Traveler demand for hotels in South Carolina fell nearly 27% and the hotel room revenues declined almost 39% in 2020 from 2019 levels. On the other hand, Airbnb and other personal rented homes and cabins were more favored by overnight travelers during the pandemic. The revenues of vacation rental properties in South Carolina declined only 2.6% for the year, a much more moderate impact than hotel and motels. In total, domestic travelers spent \$3.3 billion in lodging in 2020, down 23% from the \$4.3 billion in 2019.
- With many restaurants and eating and drinking places closed or partially closed with limited services and fewer visitors, traveler spending on restaurant eating and drinking declined 30.3% to \$3.1 billion in 2020.
- Aided by consumer preference for auto travel during the pandemic, domestic traveler spending on auto transportation declined moderately compared to public transportation. In 2020, domestic travelers spent \$2.1 billion on gasoline, car rentals, and other auto travel expenses, down 27.9% from the previous year, including a 15.5% decline in gasoline prices.
- Traveler spending on amusement and recreation services declined 37.6% in 2020, mainly due to the closure of many parks, museums, shows, sports events, etc.
- Domestic travel spending on retail shopping declined 20.6%, the smallest rate of decline among all six spending categories in this report. The relatively moderate decrease in this category was partially helped by changes in travel behaviors such as buying and eating groceries during trips.

**Table 3: Domestic Travel Spending in South Carolina  
(\$ Millions)**

	<b>2019</b>	<b>2020</b>	<b>2020 % chg</b>
Public Transportation	1,454.1	515.5	-64.6%
Auto Transportation	2,918.9	2,105.8	-27.9%
Lodging	4,332.8	3,334.6	-23.0%
Food Services	4,435.3	3,092.6	-30.3%
Amusement/Recreation	1,055.1	658.5	-37.6%
Retail Shopping	1,339.1	1,063.2	-20.6%
<b>Total</b>	<b>15,535.3</b>	<b>10,770.2</b>	<b>-30.7%</b>

Note: 2019 impacts above were estimated using Tourism Satellite Account concepts and methodology and may not be strictly comparable with other estimates of 2019 tourism impacts.

### Components of Domestic Travel Spending



## **2020 Tourism Employment and Payroll in South Carolina**

Pandemic-related declines in tourist spending led to declines in tourism employment in South Carolina as tourism businesses who directly provide goods and services to travelers had to lay off their employees.

*In 2020, the employment directly generated by domestic travel in South Carolina declined 21.6% from the previous year. Payroll income generated by domestic travel declined 17.4%.*

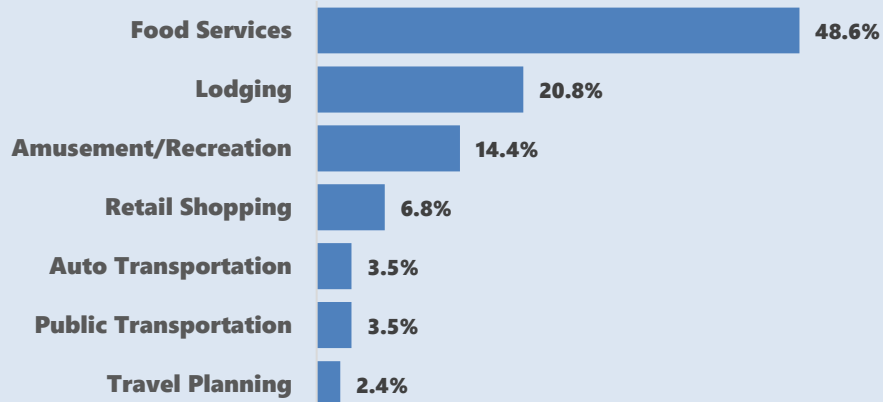
- Domestic travel directly supported 106,900 jobs for the South Carolina economy in 2020, a 21.6% decrease from the previous year. Tourism employment suffered much more than total non-farm employment (-5.0%) and the total private industry employment in the state (-5.7%).
- Despite an almost 60% drop in air passengers, airlines had a lower layoff (-4.3%) than other travel sectors. The payroll in the airline industry continued to grow in 2020 (+2.0%). In the total public transportation sector, tourism employment declined by 8.0%, while payroll decreased by 1.6% in 2020.
- The amusement and recreation sector suffered the worst job loss (-25.7%) among all travel sectors in this report. Payroll income in this sector declined by 16.5%.
- Employment generated by domestic travel in the food service sector, which includes restaurants and other eating and drinking places, declined 24.5% from the previous year to 51,900 jobs in 2020. Almost 16,700 full time, part time, and seasonal workers in this sector were laid off due to the significant reduction in travel, and the closure or partial closure of restaurants or eating and drinking places. Wages and salaries in this sector were down 21.1%.
- The employment in the lodging sector dropped 18.7% from the previous year. Payroll income in this sector decreased 17.1% in 2020.
- The employment generated by domestic travel in retail industry declined 11.3% from the previous year. Payroll income was down 6.5% from the 2019 level. The relative smaller decline in employment and payroll was a result of the moderate decline in travel spending on retail shopping.

**Table 4: Domestic Travel Generated Employment in South Carolina (Thousands of Jobs)**

	<b>2019</b>	<b>2020</b>	<b>2020 % chg</b>
Public Transportation	4.1	3.7	-8.0%
Auto Transportation	4.3	3.7	-11.9%
Lodging	27.3	22.2	-18.7%
Food Services	68.6	51.9	-24.3%
Amusement/Recreation	20.7	15.4	-25.7%
Retail Shopping	8.2	7.3	-11.3%
Travel Planning	3.2	2.5	-19.6%
<b>Total</b>	<b>136.4</b>	<b>106.9</b>	<b>-21.6%</b>

Note: 2019 impacts above were estimated using Tourism Satellite Account concepts and methodology and may not be strictly comparable with other estimates of 2019 tourism impacts.

### Components of Domestic Travel Generated Employment



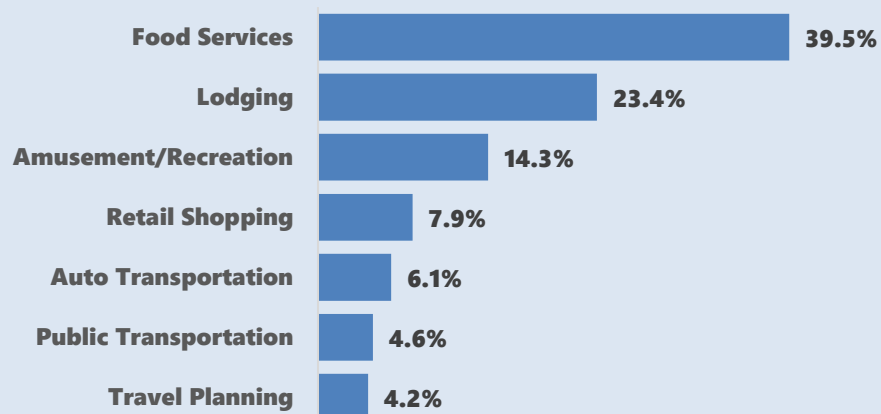


**Table 5: Domestic Travel Generated Payroll in South Carolina (\$ Millions)**

	<b>2019</b>	<b>2020</b>	<b>2020/19</b>
Public Transportation	154.2	151.8	-1.6%
Auto Transportation	113.6	104.2	-8.3%
Lodging	699.7	580.1	-17.1%
Food Services	1,241.7	979.5	-21.1%
Amusement/Recreation	423.6	353.9	-16.5%
Retail Shopping	209.9	196.4	-6.5%
Travel Planning	161.3	114.0	-29.3%
<b>Total</b>	<b>3,004.0</b>	<b>2,479.9</b>	<b>-17.4%</b>

Note: 2019 impacts above were estimated using Tourism Satellite Account concepts and methodology and may not be strictly comparable with other estimates of 2019 tourism impacts.

**Components of Domestic Travel Generated Payroll**



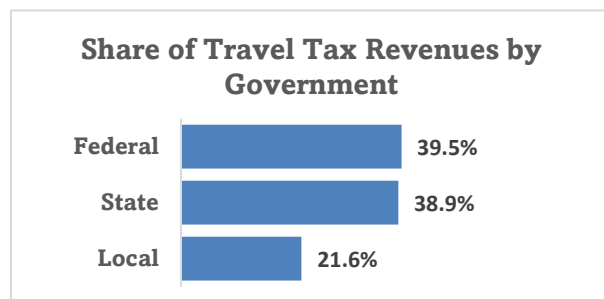
## 2020 Travel-Generated Tax Revenues in South Carolina

Along with traveler spending, tourism employment and tourism payroll, travel generated tax receipts declined significantly in 2020.

*Total federal, state, and local tax revenues generated by domestic travel fell 24.3% from the previous year to \$1.8 billion in 2020.*

<b>Table 6: Tax Revenues Generated by Domestic Travel in South Carolina (\$ Million)</b>			
	<b>2019</b>	<b>2020</b>	<b>2020/19</b>
Federal Taxes	918.5	723.9	-21.2%
State Taxes	998.7	713.7	-28.5%
Local Taxes	505.3	395.7	-21.7%
<b>Total</b>	<b>\$2,422.4</b>	<b>\$1,833.3</b>	<b>-24.3%</b>

- Domestic travel generated \$713.7 million for the South Carolina state government in 2020, down 28.5% from 2019. State travel taxes accounted for 38.9% of total tax revenues generated by domestic travel in South Carolina. The most important component of state travel tax receipts, state sales taxes on travel goods and services, were significantly impacted by the decline in traveler spending during the pandemic.
- Domestic travel generated tax revenues for local governments in South Carolina were significantly impacted by the pandemic as well (-21.7%). However, since the property tax composes an important proportion in total local tax revenues generated by travel, the relatively stable property tax revenues generated from travel related properties compensated in part for the vast loss in sales tax revenues.
- The federal government levied \$723.9 million on domestic travel in 2020, down 21.2% from 2019. Compared to the state travel tax receipts, federal tax revenues generated by domestic travel show a smaller rate of decline due mostly to a more moderate decline in travel payroll income. The travel-generated payroll income tax is an important component and accounts for a larger proportion in the federal tax revenues generated by travel.



**ECONOMIC IMPACT OF DOMESTIC TRAVEL  
ON SOUTH CAROLINA COUNTIES**

## 2020 DOMESTIC TRAVEL IMPACT ON SOUTH CAROLINA COUNTIES

The COVID-19 pandemic affected all counties in South Carolina. In accordance with the changes in travel patterns that occurred during the pandemic, the individual level of impact due to the pandemic on each county varied in 2020. Particularly, domestic travel in the counties with larger cities and traditional attractions declined much more than in some rural small counties.

In 2020, almost all the top travel counties experienced dramatic declines in air travelers, hotel and motel demand, visits to museums, attractions and events. Traveler consumption of travel related goods and services declined significantly. Although spending on vacation rentals and day travel helped slightly, these counties had serious declines in travel spending, travel generated employment and payroll, as well as tax receipts.

- **Horry County** - Travel spending declined 35.8% and travel employment fell 28.3%. Hotel room revenues declined 39% while revenues from vacation rental properties increased slightly (0.5%) in 2020.
- **Charleston County** - Suffered a 34.4% drop in travel spending and a 28.9% decrease in travel generated employment. Domestic air passengers to this county declined nearly 60% in 2020.
- **Beaufort County** - Performed better than the top two counties, and experienced a 16.2% and 17.1% decline; in travel spending and employment, respectively, in 2020.
- **Greenville County** – Travel spending fell 35.9% and the travel generated employment was down 27.5% from the previous year. Hotel revenues in this county decreased 43.5% during the pandemic year.
- **Richland** – Suffered a 36.7% drop in domestic traveler spending. Hotel room revenues were down nearly 45% in 2020. At the same time, employment fell 28.4% in this year.

Due to the changes in consumer travel behaviors including preferring to visit rural areas, drive to destinations, participate in outdoor activities, and stay in vacation rentals, 10 rural counties welcomed more visitors in 2020 and gained more travel revenues than the previous year.

In summary, 36 counties experienced declines in travel spending while 10 counties saw growth in 2020. The majority (40) of South Carolina's counties suffered a decrease in tourism employment.

**Table 7: Impact of Domestic Travel on South Carolina Counties - Spending and Tax Revenues**

COUNTY	Travel Expenditures (\$ Million)			Travel Tax Revenues - State (\$ Million)			Travel Tax Revenues - Local (\$ Million)		
	2019	2020	% Change	2019	2020	% Change	2019	2020	% Change
<b>STATE TOTAL</b>	<b>\$15,535.32</b>	<b>\$10,770.15</b>	<b>-30.7%</b>	<b>\$998.69</b>	<b>\$713.66</b>	<b>-28.5%</b>	<b>\$505.28</b>	<b>\$395.70</b>	<b>-21.7%</b>
Abbeville	7.85	8.39	6.9%	0.49	0.53	7.4%	0.52	0.56	8.9%
Aiken	192.46	154.42	-19.8%	19.24	15.50	-19.4%	8.41	7.12	-15.3%
Allendale	4.20	4.47	6.2%	0.29	0.31	6.4%	0.15	0.16	7.0%
Anderson	189.57	134.59	-29.0%	13.32	9.48	-28.9%	5.05	3.86	-23.5%
Bamberg	7.50	7.23	-3.7%	0.51	0.49	-3.3%	0.23	0.22	-1.4%
Barnwell	10.28	8.57	-16.6%	0.69	0.57	-16.5%	0.27	0.24	-10.2%
Beaufort	1,646.46	1,379.80	-16.2%	122.14	104.36	-14.6%	59.31	53.00	-10.6%
Berkeley	162.95	117.69	-27.8%	10.97	7.99	-27.1%	5.48	4.26	-22.2%
Calhoun	3.54	3.70	4.7%	0.23	0.24	5.2%	0.21	0.23	6.6%
Charleston	2,812.66	1,846.08	-34.4%	190.63	126.91	-33.4%	104.87	79.57	-24.1%
Cherokee	43.59	29.83	-31.6%	2.97	2.04	-31.3%	0.89	0.66	-26.3%
Chester	26.18	26.75	2.2%	1.79	1.83	2.6%	0.45	0.47	3.5%
Chesterfield	20.43	20.68	1.2%	1.42	1.44	1.6%	0.76	0.78	2.5%
Clarendon	56.70	50.12	-11.6%	3.57	3.17	-11.2%	3.67	3.29	-10.5%
Colleton	126.39	112.31	-11.1%	8.20	7.31	-10.8%	3.63	3.30	-9.1%
Darlington	38.46	29.29	-23.8%	2.80	2.14	-23.5%	1.06	0.87	-18.0%
Dillon	46.03	36.68	-20.3%	3.15	2.52	-20.0%	1.12	0.96	-14.2%
Dorchester	109.51	80.56	-26.4%	7.85	5.84	-25.6%	2.04	1.62	-20.8%
Edgefield	10.23	7.94	-22.4%	0.75	0.58	-22.0%	0.41	0.34	-16.4%
Fairfield	15.28	16.17	5.8%	0.94	1.00	6.3%	0.92	0.99	7.7%
Florence	351.63	255.46	-27.4%	19.82	14.42	-27.3%	8.26	6.27	-24.1%
Georgetown	393.49	319.16	-18.9%	26.89	22.26	-17.2%	17.31	15.12	-12.6%
Greenville	1,392.72	893.07	-35.9%	61.62	39.56	-35.8%	21.44	14.81	-30.9%

**Table 7: Impact of Domestic Travel on South Carolina Counties - Spending and Tax Revenues**

COUNTY	Travel Expenditures (\$ Million)			Travel Tax Revenues - State (\$ Million)			Travel Tax Revenues - Local (\$ Million)		
	2019	2020	% Change	2019	2020	% Change	2019	2020	% Change
Greenwood	60.09	47.99	-20.1%	4.14	3.31	-20.0%	1.35	1.16	-14.0%
Hampton	14.24	10.81	-24.0%	0.96	0.73	-23.7%	0.27	0.22	-18.2%
Horry	4,857.34	3,116.25	-35.8%	323.57	218.33	-32.5%	184.25	138.48	-24.8%
Jasper	70.95	52.91	-25.4%	4.65	3.48	-25.1%	2.30	1.85	-19.7%
Kershaw	60.00	52.68	-12.2%	3.99	3.51	-12.0%	2.71	2.43	-10.2%
Lancaster	42.58	31.77	-25.4%	2.76	2.07	-25.3%	1.11	0.90	-19.6%
Laurens	53.66	45.11	-15.9%	3.51	2.95	-15.8%	2.44	2.21	-9.5%
Lee	5.40	5.44	0.8%	0.37	0.38	1.2%	0.20	0.20	3.1%
Lexington	651.70	433.70	-33.5%	24.40	16.53	-32.3%	13.55	10.29	-24.1%
McCormick	8.89	8.97	0.9%	0.54	0.55	1.0%	0.27	0.28	3.3%
Marion	13.90	12.66	-8.9%	0.95	0.87	-8.5%	0.56	0.52	-6.8%
Marlboro	12.96	10.73	-17.2%	0.84	0.70	-17.1%	0.37	0.33	-10.8%
Newberry	37.69	27.59	-26.8%	2.46	1.81	-26.5%	1.92	1.52	-21.2%
Oconee	72.76	75.84	4.2%	4.76	4.99	4.7%	3.65	3.90	6.7%
Orangeburg	162.07	121.79	-24.9%	10.57	7.98	-24.5%	5.31	4.30	-19.1%
Pickens	122.76	84.73	-31.0%	8.18	5.67	-30.7%	3.86	2.87	-25.7%
Richland	748.76	474.12	-36.7%	49.06	31.19	-36.4%	17.46	11.91	-31.8%
Saluda	4.69	4.99	6.3%	0.32	0.34	6.7%	0.28	0.30	8.2%
Spartanburg	472.34	318.27	-32.6%	25.00	17.23	-31.1%	7.72	6.02	-22.0%
Sumter	97.83	73.68	-24.7%	6.73	5.07	-24.6%	2.27	1.84	-18.9%
Union	13.63	11.61	-14.8%	0.99	0.87	-12.4%	0.22	0.20	-8.3%
Williamsburg	11.13	10.78	-3.1%	0.83	0.81	-2.7%	0.35	0.34	-0.9%
York	271.85	194.73	-28.4%	18.83	13.80	-26.7%	6.40	4.94	-22.8%

Source: Travel Impact Analysis

**Table 8: Impact of Domestic Travel on South Carolina Counties - Employment and Payroll**

COUNTY	Travel Employment (Thousands of Jobs)			Travel Payroll Income (\$ Million)		
	2019	2020	% Change	2019	2020	% Change
<b>STATE TOTAL</b>	<b>142.26</b>	<b>106.86</b>	<b>-24.9%</b>	<b>\$3,004.00</b>	<b>\$2,479.86</b>	<b>-17.4%</b>
Abbeville	0.05	0.05	0.7%	1.05	1.08	2.9%
Aiken	1.99	1.63	-18.3%	40.29	36.30	-9.9%
Allendale	0.03	0.03	2.1%	0.61	0.64	3.7%
Anderson	1.42	1.17	-17.1%	27.94	25.19	-9.8%
Bamberg	0.05	0.05	-8.4%	1.02	0.95	-6.7%
Barnwell	0.08	0.07	-17.0%	1.58	1.42	-10.1%
Beaufort	17.64	14.62	-17.1%	336.15	307.23	-8.6%
Berkeley	1.22	1.04	-14.8%	27.03	24.68	-8.7%
Calhoun	0.02	0.02	-3.4%	0.45	0.46	0.6%
Charleston	28.22	20.07	-28.9%	582.25	468.12	-19.6%
Cherokee	0.38	0.33	-12.6%	7.68	7.16	-6.7%
Chester	0.21	0.19	-9.4%	4.21	3.93	-6.5%
Chesterfield	0.16	0.16	0.4%	3.18	3.28	3.3%
Clarendon	0.38	0.35	-7.4%	8.06	7.72	-4.2%
Colleton	1.12	1.03	-8.2%	22.85	21.94	-4.0%
Darlington	0.28	0.26	-10.4%	5.58	5.13	-8.0%
Dillon	0.43	0.36	-16.2%	8.55	7.80	-8.8%
Dorchester	0.89	0.69	-22.5%	18.96	15.89	-16.2%
Edgefield	0.06	0.05	-17.0%	1.43	1.29	-9.7%
Fairfield	0.11	0.11	0.6%	2.29	2.32	1.1%
Florence	2.82	2.30	-18.3%	65.29	59.10	-9.5%
Georgetown	3.61	2.90	-19.6%	71.44	62.86	-12.0%
Greenville	11.20	8.12	-27.5%	303.89	228.29	-24.9%
Greenwood	0.49	0.42	-15.0%	9.89	9.32	-5.7%

**Table 8: Impact of Domestic Travel on South Carolina Counties - Employment and Payroll**

COUNTY	Travel Employment (Thousands of Jobs)			Travel Payroll Income (\$ Million)		
	2019	2020	% Change	2019	2020	% Change
Hampton	0.12	0.10	-19.9%	2.42	2.12	-12.6%
Horry	46.93	33.63	-28.3%	946.13	744.31	-21.3%
Jasper	0.72	0.57	-20.0%	13.33	11.49	-13.8%
Kershaw	0.44	0.42	-3.7%	9.47	9.62	1.5%
Lancaster	0.34	0.33	-3.3%	6.71	6.74	0.4%
Laurens	0.38	0.32	-17.5%	8.40	7.70	-8.3%
Lee	0.04	0.04	-5.8%	0.68	0.67	-2.1%
Lexington	3.66	2.77	-24.4%	114.23	96.18	-15.8%
McCormick	0.09	0.09	1.3%	1.65	1.73	4.9%
Marion	0.09	0.08	-4.5%	1.82	1.77	-2.5%
Marlboro	0.09	0.08	-14.9%	2.01	1.82	-9.1%
Newberry	0.26	0.21	-18.9%	5.61	4.61	-17.8%
Oconee	0.51	0.50	-3.4%	10.97	10.91	-0.5%
Orangeburg	1.39	1.11	-19.6%	27.59	24.55	-11.0%
Pickens	1.00	0.76	-24.1%	22.48	19.03	-15.4%
Richland	7.27	5.21	-28.4%	138.07	116.18	-15.8%
Saluda	0.02	0.02	1.7%	0.54	0.55	0.3%
Spartanburg	2.66	2.07	-22.1%	71.19	60.55	-14.9%
Sumter	0.82	0.63	-22.6%	17.18	14.04	-18.3%
Union	0.10	0.09	-13.4%	2.10	1.98	-5.5%
Williamsburg	0.06	0.06	-7.8%	1.26	1.22	-3.4%
York	2.40	1.75	-26.9%	48.51	40.03	-17.5%

Source: Travel Impact Analysis



## **SOURCES OF DATA**

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Bureau of Labor Statistics, U.S. Department of Labor

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Smith Travel Research

South Carolina Department of Parks, Recreation & Tourism

South Carolina Department of Revenue

South Carolina Department of Transportation