Mission Statement

Mission:
The Office of Tourism Analysis is one of the Centers of Excellence in the School of Business at the College of Charleston. The Office is counseled and advised by industry and community leaders charged with proposing the Office's research priorities. The Office collaborates mainly with the Charleston Area Convention and Visitors Bureau to implement a series of competitiveness research and monitoring programs and disseminates such information to decision-makers and stakeholders in the Lowcountry's hospitality and tourism industry.

Grants & Fellowships Totaling Over $152,000:
- Charleston Hospitality Performance Tracking Project
- Short-term Rental Inventory Tracking & Compliance
- Center for Public Choice & Market Process Faculty Fellowship
- Preservation Society of Charleston
- Summerville YMCA Flowertown Festival
Staff

Daniel Guttentag, Ph.D.
Director and Assistant Professor

Melinda Patience
Research Coordinator & Analyst

Affiliated Faculty Members

Wayne Smith, Ph.D.
Associate Professor
Dr. Smith worked with the OTA on surveying Charleston residents’ attitude toward tourism, funded by the Center for Public Choice & Market Process.

Robert Frash, Ph.D.
Associate Professor
Dr. Frash works with the OTA on his research of the impact of the Taste of Charleston and the Lowcountry Oyster Festival events.

John Crotts, Ph.D.
Professor
Dr. Crotts has worked with the OTA on surveying Charleston residents’ attitude toward tourism development.

Steve Litvin, D.B.A.
Professor
Dr. Litvin works with the OTA on allocating Charleston accommodation taxes for the Charleston County Council.

Brumby McLeod, Ph.D.
Associate Professor
Dr. McLeod works with the OTA on short-term rental regulations and their impact on communities.

Frank Hefner, Ph.D.
Professor
Dr. Hefner works with the OTA on forecasting hospitality performance and various other economic impact studies.
Student Researchers

Patrick Crotty
'20 Economics and Political Science

Alexis Davis
'20 Hospitality & Tourism Management

Abbey Ucci
'20 Hospitality & Tourism Management

Eliza Quillen
'21 Business Administration and Political Science

Summer '19 Research Assistants
Zoe Cass
Crystal Linder
Jillian Wilkie

High School Volunteer
Anthony Leadem
Public Talks

Daniel Guttentag
Charleston industry trends: A look at our growing market. Presented to the Charleston Area Convention and Visitors Bureau Travel Council, Charleston, SC, USA. May 14, 2019

SHINE for transient sales: A research perspective. Presented at the Shine Cornerstone for Transient Sales Training, Charleston, SC, USA. February 6, 2019

Data analytics and forecasting. Presented at the Shine Cornerstone for Revenue Management Training, Charleston, SC, USA. November 20, 2018

Charleston hospitality industry trends. Presented at the Attractions Travel Trends Meeting, Charleston, SC, USA. September 5, 2018

Social media and sales. Presented at the SMG k’nekt Sales I Training, Charleston, SC, USA. August 28, 2018

Charleston hospitality industry trends. Presented at the Travel Click Demand 360 Training, Charleston, SC, USA. July 17, 2018

Academic Exchanges

Melinda Patience
Attended the Esri User Conference & Education Summit in San Diego, CA, July 7–11, 2018

Attended the Qualtrics X4 Summit and Certification Training in Salt Lake City, UT, Mar. 5–8, 2019
2018–2019 Project List & Descriptions

- **Charleston Hotel Inventory Tracking:** We continually keep track of hotel room inventory in the Charleston area.
- **Charleston County accommodation tax distribution, FY 2019:** Working with CACVB and Dr. Steve Litvin, we completed Charleston County accommodation tax distribution evaluation in June 2018.
- **Historic Weekly and Monthly Hotel Performance Benchmarking:** We maintained a calendar linking hotel performance in the Charleston area with events in Charleston.
- **Annual hospitality forecasting 2018–2019:** We completed an annual hospitality performance forecasting report in August 2018.
- **Charleston Area Visitor Inquiry Study:** We completed a 2018 Charleston Area Visitor Inquiry Study in May 2019.
- **Charleston tourism impact study of 2018:** We completed a Charleston tourism impact study of 2018 in March 2019.
- **Weekly and monthly hospitality performance reports, 2018–2019:** We regularly report weekly and monthly hospitality performance metrics.
- **Economic Impact of the Fall Tours 2019:** We conducted an online survey of attendees of the Fall Tours 2018 for the Preservation Society of Charleston and calculated the economic impact of the event.
- **Economic Impact of the 2019 Charleston Wine+Food Festival:** We conducted an online survey of attendees of the 2019 Charleston Wine+Food Festival and calculated the economic impact of the event.
- **Economic Impact of the 2019 Southeastern Wildlife Exposition:** We conducted an online survey of attendees of SEWE 2019 and calculated the economic impact of the event.
- **Monitoring of Airbnb Growth:** We monitored data on Airbnb inventory and performance.
- **Lowcountry Oyster Festival Attendee Experience Survey:** We used a team of students to survey attendees of the 2019 Lowcountry Oyster Festival in January 2019 to compile an attendee profile and satisfaction report.
- **Hospitality Workforce Wage Study:** We maintained a dashboard comparing the wages of over 200 hourly hospitality positions in Charleston to 15 comparable cities across the United States.
- **Short-term Rental Inventory Tracking & Compliance:** We continued our pilot study of short-term rental inventory and compliance tracking using STR Helper for Folly Beach, SC in conjunction with the Riley Center for Livable Communities.
- **Summerville YMCA Flowertown Festival Impact Project:** We performed analyses of the 2018 Flowertown Festival with comparisons to attendance as prior years event.
- **Estimated Economic Impact of a Direct International Flight:** We calculated an estimated economic impact of a direct international flight to and from Charleston in August 2018 in anticipation of the British Airways direct to London announcement.
Project Abstracts

2018 Charleston Area Visitor Inquiry Survey Report
A survey of visitors to the Charleston area revealed important demographic and behavioral patterns. More than 1,300 survey responses revealed that the visitors are mainly 50 years or older, with the “Baby Boomer” age group dominating. There is also a peak in the early 40+ group. The respondents are most likely to be college educated, married or living with a partner, and have upper-middle income; they are also often from adjacent states. Ethnically, Caucasians dominate the visitor population, with very few other ethnicities. More than half of Charleston visitors are repeat guests. They spent an average of $863 per adult per trip, with $228 per adult spent per day locally. Most of them are extremely satisfied with their visits. They enjoyed the history of Charleston and its food, and disliked humidity and parking. They were most likely to have visited the Charleston City Market, historic houses, waterfront parks, beaches, and historic plantations. Many Charleston visitors also visited Mt. Pleasant, West of the Ashley, North Charleston, Isle of Palms, Kiawah Island, and Folly Beach. The average number of cities/areas visited is about 3. The average traveling party sizes of 2–3 adults without kids remained consistent year-over-year. The adoption of mobile technology and social media is increasing among Charleston visitors. These results show that Charleston continues to attract an affluent visitor group. The CACVB continues to play a significant role in attracting visitors and helping them plan their trips.

Charleston County Accommodation Tax Distribution, Fiscal Year 2018–2019
Thirty-two applications for accommodation tax grants were submitted to Charleston County for fiscal year 2018–2019. These applications were evaluated based on economic impact (50%), community impact (10%), media impact (20%), and an overall panel judgment (20%). The scores from each of these categories were combined for an overall score. These scores were then used to determine our recommendation to Charleston County as to what percentage of the available $300,000 in accommodation tax grant money each applicant would receive.

Estimation of Tourism Economic Impacts in the Charleston Area, 2018
In 2018, the Charleston area welcomed an estimated 7.3 million visitors. These visitors generated an estimated $2.8 billion in labor earnings. Visitors spent an average of $228 per visitor per day and generated $94.9 million in lodging sales. Just under 24% of Charleston County sales can be attributed to tourism. Overall, Charleston area visitors generated a total economic impact of over $8.1 billion.

Media Coverage

Selling Charleston
Charleston City Paper – May 16, 2018
Co-authored by College of Charleston hospitality and tourism professor Stephen Litvin and Laurie Alderson of the CACVB, the report details the strategies put in place to revive tourism in Charleston following the 2001 terrorist attacks on the World Trade Center.

Spoletto continues to keep Charleston on the world tourism map
Post and Courier – May 26, 2018
The College of Charleston’s Office of Tourism Analysis estimated Spoletto’s economic impact in 2016 at $42 million, or about $2.5 million a day for the 17-day festival.
Media Coverage

Future murky as for-profit Art Institute of Charleston halts enrollment
Post and Courier – July 4, 2018
Wayne Smith, chair of the College of Charleston's Hospitality and Tourism Management Department, said the Trident culinary program in particular has produced skilled graduates and likely saved local restaurants a fortune on training kitchen staff.

Charleston ranked No. 1 US city by Travel + Leisure readers for 6th year in a row
Post and Courier – July 10, 2018
The College of Charleston’s Office of Tourism Analysis estimates the economic impact of tourism in the greater Charleston area last year at $7.4 billion, employing 40,000 workers.

Latest hotel reports show strong tourism market in South Carolina and Charleston
Post and Courier – August 3, 2018
The college's Office of Tourism Analysis reported 673 more hotel rooms in Charleston County at the end of June than a year earlier.

Charleston visitors, officials wary of loosened requirements for tour guides
Post and Courier – August 7, 2018
Tourism is the city's biggest money maker, with last year's economic impact estimated at $7.37 billion, according to the College of Charleston's Office of Tourism Analysis.

What Airbnb really does to a neighbourhood
BBC News – August 29, 2018
Daniel Guttentag is an assistant professor in hospitality and tourism management at the College of Charleston, South Carolina. He is also the director of the department's Office of Tourism Analysis.

Qué impacto tiene en las ciudades Airbnb, la controvertida plataforma de alquiler temporal para turistas
BBC Mundo – August 30, 2018
Daniel Guttentag es profesor asistente en manejo de hotelería y turismo en el College of Charleston, Carolina del Sur (Estados Unidos).

Qué impacto tienen en las ciudades los alquileres temporales de Airbnb
La Nacion – August 30, 2018
Daniel Guttentag es profesor asistente en manejo de hotelería y turismo en el College of Charleston, Carolina del Sur (Estados Unidos).

Charleston-area tourism expects $65 million loss from Florence
Post and Courier – September 18, 2018
"It’s about a $65 million loss," said tourism official Perrin Lawson, citing an estimate by the Office of Tourism Analysis at the College of Charleston.

Myrtle Beach ready for tourists but waiting for floodwaters
Post and Courier – September 23, 2018
The College of Charleston's Office of Tourism Analysis estimated a $65 million hit in Charleston alone.

Charleston area's tourism loss from Hurricane Florence climbs sharply to $111M
Post and Courier – September 25, 2018
The Office of Tourism Analysis at the College of Charleston last week projected the region lost $65 million in visitor spending during Hurricane Florence.
Media Coverage

Condé Nast names Charleston top US city for 8th consecutive year
Post and Courier – October 9, 2018
Tourism has an annual economic impact on the region of about $7.4 billion, according to research from the College of Charleston's Office of Tourism Analysis.

20 Things to Know Before You Go to Charleston
Roads & Kingdoms – October 11, 2018
College of Charleston Associate Professor Wayne Smith studies Charleston tourism, and says that data suggests the quieter seasons are July through August and January through the beginning of February.

Amid influx of nightly rentals, Park City grapples with a changing community
The Park Record – October 20, 2018
Recently city officials, along with Summit County and the Park City Chamber/Bureau, contracted a researcher in overnight accommodations, Brumby McLeod, to take stock of the local housing inventory in order to measure growth over time and plan ahead.

Charleston hotel occupancy dropped sharply in September, but year still looks strong
Post and Courier – October 25, 2018
The College of Charleston’s Office of Tourism Analysis said the number of filled rooms fell to 60 percent last month compared to about 77 percent in August.

Charleston hotel supply growth among fastest in the US, reports say
Post and Courier – December 2, 2018
Last month, hotel occupancy reached almost 78 percent in the Charleston area, according to figures from the Office of Tourism Analysis at the College of Charleston.

High Tech in the Holy Land
U.S. News & World Report – December 24, 2018
"It has a lot of value in tourism, both for education and for entertainment," says Daniel Guttentag, assistant professor in tourism and hospitality at the College of Charleston in South Carolina, who has studied the use of virtual reality in the sector.

The Traveler’s Guide to Home Sharing
Kiplinger – January 3, 2019
“Reviews are often extremely positive,” says Daniel Guttentag, assistant professor of hospitality and tourism management at the College of Charleston.

Hotel slated for Charleston's Waterfront Park may move a step closer to approval
Post and Courier – January 6, 2019
The hospitality and tourism program also operates the Office of Tourism Analysis, which works with Explore Charleston to regularly provide research and metrics for the area's visitor industry, such as a monthly lodging analysis.

Dipping into home design makes sense for Airbnb
Travel Weekly – January 7, 2019
"We’re seeing Airbnb moving more toward trying to establish quality assurance and offer more professionalized experiences," said Daniel Guttentag, assistant professor of hospitality and tourism management at the College of Charleston’s School of Business and director of the department’s Office of Tourism Analysis.
Media Coverage

Airbnb hosts earned $111 million in SC last year, Charleston hosts earned half of that
Post and Courier – January 21, 2019
Daniel Guttentag, assistant professor of hospitality and tourism management at the College of Charleston, said he's not surprised Charleston raked in half the statewide revenue on Airbnb.

As Airbnb Battles Cities Trying to Regulate It, One State Joins the Fight
Governing – February 1, 2019
"Regulation is legitimization for them. They don’t want to be seen as illegitimate because that brings uncertainty as they move toward an IPO [initial public offering],” says Daniel Guttentag, assistant professor and director of the College of Charleston's Office of Tourism Analysis.

Occancy down, but more nights sold than ever at Charleston hotels last year
Post and Courier – February 4, 2019
"In some ways, that's the best indicator of the strength and success of the year," said Daniel Guttentag, the directors of the downtown school's Office of Tourism Analysis.

Why Mayor Tecklenburg has been unable to stop Charleston's 'hotelification' problem
Post and Courier – February 12, 2019
Significant increases in hotel rooms often cause at least temporary dips in occupancy rates, said Daniel Guttentag, the director of the College of Charleston's Office of Tourism Analysis.

Home-sharing is ready to write its second chapter
PhocusWire – February 18, 2019
Daniel Guttentag, assistant professor of Hospitality and Tourism Management at the College of Charleston’s School of Business and director of the Department’s Office of Tourism Analysis, believes that the market is leveling off.

Building a ‘place of pilgrimage’ at Charleston’s International African American Museum
Post and Courier – February 23, 2019
Once built, the project is expected to generate significant tourism activity. The College of Charleston has estimated the museum will have a $129 million annual impact.

Seeing more tourists around town? Charleston's March visitor bump by the numbers
Post and Courier – March 9, 2019
Other March events like the Citadel Corps Day, Charleston Fashion Week, and the Festival of Houses and Gardens also give the month on edge on others, said Daniel Guttentag, director of CofC's Office of Tourism Analysis.

Food, wine and more: Culinary Village offers thousands a taste of Charleston and beyond
Post and Courier – March 9, 2019
Those numbers translated to a $15 million economic impact for the Charleston area, according to the College of Charleston's Office of Tourism Analysis.

Why are so many hotels rising in Charleston? We found 12 reasons.
Post and Courier – April 4, 2019
Melinda Patience with the College of Charleston's Office of Tourism Analysis said its survey doesn't specifically ask if visitors are related to someone in the Charleston area, but the office's surveys have found family and friends factor into the tourism equation.
Media Coverage

Visitors to Charleston broke records again, exceeding 7.2 million last year
Post and Courier – April 5, 2019
The seemingly conflicting figures were attributed to changes in supply and demand, said Daniel Guttentag, the director of the college's Office of Tourism Analysis, which compiles the annual report.

Virtual reality: you’ve never seen history like this before
Verizon Communications – April 5, 2019
“When you’re reading a book or information on a museum wall or listening to someone speak to you, you learn passively,” says Daniel Guttentag, assistant professor of tourism and hospitality at the College of Charleston.

Despite drop in attendance, Charleston Wine + Food sets record for economic impact
Post and Courier – April 23, 2019
The March 6–10 festival contributed more than $18 million in economic impact to the Charleston area, according to the College of Charleston’s Office of Tourism Analysis.

Marriott to expand further into home-sharing
GoDanRiver – April 29, 2019
Airbnb and Marriott will always have separate core strengths, but the convergence will continue, predicts Daniel Guttentag, an assistant professor of hospitality management at the College of Charleston School of Business.

Marriott a espandersi ulteriormente in sede di condivisione
Italy Daily Views Online – April 29, 2019
AirBnb e Marriott hanno sempre distinto i principali punti di forza, ma la convergenza continuerà, predice Daniel Guttentag, un assistente professore di hospitality management presso il College of Charleston Scuola di Business.

Marriott Continues To Get High Marks in Customer Satisfaction
Bethesda Magazine – April 30, 2019
Daniel Guttentag, an assistant professor of hospitality management at the College of Charleston School of Business, said the shift toward online options is an indicator of societal changes around expectations of lodging.

Marriott to expand home-sharing business
The Columbian – May 1, 2019
Airbnb and Marriott will always have separate core strengths, but the convergence will continue, predicts Daniel Guttentag, an assistant professor of hospitality management at the College of Charleston School of Business.

Hospitality models blur further as Marriott, Airbnb expand turf
Travel Weekly – May 8, 2019
"These actions further underscore a convergence that we're seeing happen in hospitality," said Daniel Guttentag, assistant professor of hospitality and tourism management at the College of Charleston's School of Business and director of the department’s Office of Tourism Analysis. "While I don't think that we'll ever see Airbnb and Marriott become one and the same, if you were to create a sort of Venn diagram of short-term rentals and hotels, the area of overlap just seems to expand with each new development on both sides."
Media Coverage

Charleston Wine + Food economic impact hits $18.6 million
Charleston Regional Business Journal – May 22, 2019
The annual five-day Charleston Wine + Food Festival in March had an $18.6 million economic impact on the Charleston area, according to a study from the College of Charleston Office of Tourism Analysis.

The Agenda: Heat wave coming to Chs. for Memorial Day; DNR investigating branded sharks
Charleston City Paper – May 23, 2019
According to the College of Charleston's Office of Tourism Analysis, March's Charleston Wine + Food Festival had a $18.6 million economic impact on the Charleston area. That's a gain of $3.3 million over last year's festival.

Charleston-area hotels saw more nights sold, dips in occupancy in first quarter
Post and Courier – May 26, 2019
So far this year, local hotels have sold more than 1.6 million room nights, topping the first four months of 2018 by 3 percent, according to figures from the College of Charleston.
Questions or Comments?

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