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 then disseminates such information to decision-makers and stakeholders in the Lowcountry's hospitality and tourism industry.

Grants & Fellowships Totaling Over $119,000:

• Charleston Hospitality Performance Tracking Project
• Town of Kiawah Audit Project
• Kiawah Island Golf Resort Economic Impact Study
• 2021 PGA Championship Impact Study
Staff

Wayne Smith, Ph.D.
Associate Professor

Dr. Smith worked with the OTA on surveying Charleston residents’ attitudes 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 on 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’ attitudes 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.

Affiliated Faculty Members

Daniel Guttentag, Ph.D.
Director and Assistant Professor

Melinda Patience
Research Coordinator & Analyst
Student Researchers

Mallory Banks
'20 MBA in Hospitality Revenue Management

Alexis Davis
'20 Hospitality & Tourism Management

Abbey Ucci
'20 Hospitality & Tourism Management

Shunta Tada
'20 Hospitality & Tourism Management

Additional Research Assistants
Zoe Cass
Crystal Linder
Jillian Wilkie
Shannan Maley

High School Volunteer
Anthony Leadem
Public Talks


• Charleston Hotel Inventory Tracking: We continually kept track of hotel room inventory in the Charleston area.

• Historic Weekly and Monthly Hotel Performance Benchmarking: We maintained a calendar linking hotel performance in the Charleston area with events in Charleston.


• Charleston Area Visitor Inquiry Study: We completed a 2019 Charleston Area Visitor Inquiry Study.

• Charleston tourism impact study of 2019: We completed a Charleston tourism impact study of 2019 in March 2020.

• Weekly and monthly hospitality performance reports, 2019-2020: We regularly reported weekly and monthly hospitality performance metrics.

• Economic Impact of Hurricane Dorian - Charleston: We calculated an estimated impact of Hurricane Dorian on the Charleston Tri-County Area in September 2019.

• Economic Impact of Hurricane Dorian – Hilton Head: We calculated an estimated impact of Hurricane Dorian on Hilton Head Island in September 2019.

• Town of Kiawah Island Short-Term Rental Audit: We conducted an audit of short-term rental licenses and their corresponding tax accounts for ordinance compliance.

• Economic Impact of the 2020 Charleston Wine+Food Festival: We conducted an online survey of attendees of the 2020 Charleston Wine+Food Festival and calculated the economic impact of the event.

• Estimated Economic Impact of Kiawah Island Golf Resort: We calculated an estimated impact of the Kiawah Island Golf Resort and the new hotel being built on the property.

• Estimated Economic Impact of the 2021 PGA Championship: We calculated an estimated impact of the 2021 PGA Championship to be held at Kiawah Island Golf Resort.

• Monitoring of Short Term Rental Growth: We monitored data on short term rental inventory and performance.

• Lowcountry Oyster Festival Attendee Experience Survey: We used a team of students to survey attendees of the 2020 Lowcountry Oyster Festival in January 2020 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.
Media Coverage

Business Journal
June 3, 2019
Lee wins U.S. Women’s Open in Charleston
Wayne Smith, chair of the College of Charleston hospitality and tourism management department, said the tournament was expected to draw about 100,000 local and out-of-town spectators.

The Post and Courier
June 23, 2019
A new group is calling on all Charleston tour guides, including uncertified ones
Wayne Smith and Brumby McLeod of the College of Charleston’s School of Hospitality and Tourism Management also received a Golden Pineapple for their research on short-term rentals.

The Post and Courier
July 4, 2019
Tall hp Spirit of South Carolina to collaborate with College of Charleston
Brumby McLeod, a professor of hospitality and tourism management at the college, is spearheading academic programming involving the Spirit.

BusinessWorld
July 17, 2019
Technology has its downside
In Manhattan’s Lower East Side, one study found that full-time Airbnb listings earned, on average, two to three times the median long-term rent. This was noted by Daniel Guttentag, an assistant professor in hospitality and tourism management at the College of Charleston, South Carolina, who in 2018, was commissioned by the BBC News to analyze how Airbnb was affecting neighborhoods globally.

The Post & Courier
August 6, 2019
Growing number of business travelers give rise to more downtown Columbia hotels
As nights sold grew, occupancy rates shrank slightly compared with 2018, but in June, 83 percent of rooms were filled.

“Those slight dips are, from a broader perspective, very small,” Daniel Guttentag, director of the College of Charleston’s Office of Tourism Analysis, told The Post and Courier in May. “We’re in a really good spot.”

News 2
August 15, 2019
Hotel Hotbed: More rooms coming to Downtown Charleston
According to the College of Charleston Office of Tourism Analysis, in 2018 the Charleston area welcomed an estimated 7.3 million visitors.

Charleston City Paper
August 28, 2019
Fifteen years in, Charleston Wine + Food fest is full steam ahead
The festival also funds two scholarships for students in the College of Charleston’s Department of Hospitality and Tourism Management.

The Post and Courier
September 11, 2019
Charleston’s tourism industry lost $58.6 million during Hurricane Dorian closures
According to a College of Charleston analysis completed Wednesday, the region’s visitor industry saw an estimated $58.6 million loss due to Dorian, which buffeted the South Carolina coastline with rain and hurricane-force winds last week and prompted a state-ordered evacuation on the coast.

The Post and Courier
September 30, 2019
South Carolina tourism dip during Dorian tied for largest storm loss in last 5 years
Though Dorian did more physical damage in the Charleston area, the College of Charleston’s region-specific estimate of tourism losses was much higher for Florence. The college projected a $58.6 million loss due to Dorian, compared to a more than $111 million negative impact from Florence.
Worcester’s restaurant scene has improved, but it still fights for talented chefs, industry respect

“I don’t think you can pin it down to one thing or a few things,” said Robert Frash, the former owner and operator of six Indianapolis restaurants who now teaches hospitality at the College of Charleston, which added a culinary program after Johnson & Wales closed its location in Charleston.

Multibriefs: Exclusive
October 2, 2019
How Hurricane Dorian affected tourism in the Bahamas, Florida, and the Carolinas
Closures during the hurricane cost the Holy City $58.6 million, according to a College of Charleston analysis.

The Post & Courier
November 19, 2019
Wealthy guests, luxury lodging mean more spending per tourist in Charleston
The average rate paid per night for Charleston-area hotel rooms has been relatively steady over the last several years, said Daniel Guttentag, the director of the Office of Tourism Analysis at the College of Charleston. The most recent spikes were in 2015 and 2016, when the average daily price went up by $8 and $5, respectively.

Travel Weekly
November 18, 2019
Jersey City’s vote a reflection of rising challenges for Airbnb
“If I were Airbnb, I’d certainly be concerned by the results in Jersey City,” said Daniel Guttentag, assistant professor in hospitality and tourism management at the College of Charleston’s School of Business in South Carolina and director of the department’s Office of Tourism Analysis. "In part, because they spent a lot of money, and also because the vote wasn’t even close.”

The Washington Post
November 20, 2019
How to avoid making travel deal mistakes
Ignoring the “gotchas.” Bargain hunters are often so fixated on price that they don’t read the terms and conditions of their plane ticket or hotel room. “They don’t read the fine print,” says Daniel Guttentag, director of the Office of Tourism Analysis at the College of Charleston in South Carolina. Consider the hotel resort fee, often revealed after you’ve chosen a low rate and clicked on the hotel website or online agency to make a reservation. These surcharges can add $20 to $30 a night to the cost of your hotel.

The Post and Courier
November 25, 2019
SC’s ‘Economan’ fraudster hasn’t stopped pleading for another day in court
The championship seven years ago had an estimated economic impact of $193 million, according to the PGA and the College of Charleston’s Office of Tourism Analysis.

Taking Stock Podcast on Newstalk
November 28, 2019
The impact of Airbnb, economics of rare earth metals & focus on France
Daniel Guttentag, an Assistant Professor in Hospitality and Tourism Management in the School of Business at the College of Charleston joins Vincent to talk about Airbnb, its rapid growth, the impact it has had on the hospitality sector, and how it has established itself as a one of the biggest global brands over the past ten years.

AP News
December 5, 2019
Airbnb introduces new rules to rein in parties, nuisances
Daniel Guttentag, an assistant professor in the department of hospitality and tourism management at the College of Charleston School of Business, said he thinks the new policies demonstrate Airbnb’s genuine intention to rid the platform of some of its most problematic activity.

WSU Insider
January 13, 2020
Wine business book by WSU Tri-Cities professor earns ‘Best Book for Professional’
The other two authors include Paul Wagner, founder of Balzac Communications and Marketing, and John C. Crotts, professor of hospitality and tourism management in the School of Business at the College of Charleston.
Media Coverage

The Post and Courier
January 20, 2020
Charleston area added more than 900 hotel rooms, sold record number of nights in 2019
The year’s figures showed the market’s ability to absorb hundreds of new rooms while maintaining strong performance numbers, said Daniel Guttentag, the director of the college’s Office of Tourism Analysis.

The Post and Courier
February 12, 2020
SEWE, Charleston’s tourism season opener, still a heavy hitter for visitor industry
“Having these events really helps the industry at a time that not many people are traveling,” said Daniel Guttentag, director at the College of Charleston’s Office of Tourism Analysis.

The Hard Should on Newstalk
February 24, 2020
Airbnb and the new challenges of the Irish hospitality sector
Live from the Galmont Hotel in Galway City, Ivan was joined by Michael Lennon, President of the Irish Hotels Federation and Dr. Daniel Guttentag, Assistant Professor in Hospitality and Tourism Management at the College of Charleston in South Carolina, USA to discuss the hospitality changes in Ireland, Airbnb and everything involving the sector, as they preview the Irish Hotel Federation Annual Conference.

The Chronicle
March 4, 2020
Tourism and Coronavirus: College of Charleston Hospitality Professor Examines Potential Impacts
Many years ago, Smith worked as a tourism development coordinator for the province of Ontario, Canada.

The Charleston Chronicle
March 4, 2020
Tourism and Coronavirus: College of Charleston Hospitality Professor Examines Potential Impacts
“You can understand if Wayne Smith may be experiencing a bit of déjà vu”

Charleston CEO
March 5, 2020
Tourism and Coronavirus: College of Charleston Hospitality Professor Examines Potential Impacts
“You can understand if Wayne Smith may be experiencing a bit of déjà vu”

The Post and Courier
March 9, 2020
SC Tourism anticipates impact from coronavirus: ‘This is kind of like a hurricane’
“SC Tourism anticipates impact from coronavirus: ‘This is kind of like a hurricane’”

newstalk
March 14, 2020
AirBnB and the new challenges of the Irish hospitality sector
Live from the Galmont Hotel in Galway City, Ivan was joined by Michael Lennon, President of the Irish Hotels Federation and Dr. Daniel Guttentag, Assistant Professor in Hospitality and Tourism Management at the College of Charleston in South Carolina, USA to discuss the hospitality changes in Ireland, Airbnb and everything involving the sector, as they preview the Irish Hotel Federation Annual Conference.

The Post and Courier
March 17, 2020
Restrictions on crowds put pressure on Charleston-area businesses
"While updated Charleston-area lodging figures won’t be available until later this month, they’re likely to show a downturn, said Wayne Smith, chair of the College of Charleston’s Department of Hospitality and Tourism Management."

ProNews
March 19, 2020
What will be the journey after the coronation - Forbes has the answer
"Most destinations will create a recovery strategy in which discounts could be part of an overall way to entice a return trip,” said Wayne Smith,
Charleston tourism could take ‘devastating’ $523M hit in next 4 weeks from coronavirus

Charleston’s tourism sector could take a $523 million hit in the next month as travel dwindles during the coronavirus crisis, according to a new estimate from the College of Charleston.

Charleston professors giving free help to local businesses with COVID-19 questions

“One of the participating professors is Wayne Smith, chair of the college’s Department of Hospitality and Tourism Management. In addition to his experience interacting with Charleston’s tourism economy, Smith also has some uniquely applicable experience to share. In 2003, when the SARS virus was spreading in Canada, Smith was working as a tourism development coordinator in Ontario. The visitor industry has already been hard hit by the current upheaval as air traffic dwindles and restaurants, attractions and even hotels have started to close their doors and lay off staff. Hospitality businesses are being faced with “very tough decisions,” Smith said."

South Carolina Business Brace for a Worsening Pandemic

“This is the perfect time to do a lot of training and development. You know you’re going to have a recovery strategy. You know you’re going to be working hard to get guests back,” says Wayne Smith, chair of the College of Charleston’s Department of Hospitality and Tourism Management.

At least 28 Charleston-area hotels are close as travel dies down amid coronavirus

“Current occupancy rates are also substantially lower than what most properties see during mandatory hurricane evacuation orders, said Wayne Smith, chair of the College of Charleston’s Department of Hospitality and Tourism Management. In recent years, occupancy levels during severe weather evacuations have ranged between 25 and 35 percent, he said. Smith’s department has estimated the coronavirus will cost the Charleston region’s tourism sector about $523 million in the next month.”

South Carolina unemployment insurance claims increase approximately 1600% for instate workers

Professor of Hospitality and Tourism Management at College of Charleston Dr. Wayne Smith said tourism is an 8 billion dollar industry in Charleston.

Nearly a quarter of Charleston-area hotels have temporarily closed due to COVID-19

"Wayne Smith, chair of the College of Charleston’s Department of Hospitality and Tourism Management, said those figures were about what he expected. Data from this week is expected to show even lower occupancy rates, he said."

Tourism and Coronavirus: College of Charleston Hospitality Professor Examines Potential Impacts

“You can understand if Wayne Smith may be experiencing a bit of déjà vu"

Charleston hotels took major hit in March because of coronavirus; more now closed

"From March 1-28, Charleston-area lodgings were down 181,086 room nights compared to last year, according to figures provided by the College of Charleston."

Homesharing’s Second Story

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, said he sees the market leveling off.
The Post and Courier  
*April 5, 2020*

**Before coronavirus, SC tourism was tracking to beat record-breaking 2019**

"The College of Charleston predicted that, during four weeks of the coronavirus-caused upheaval, the Charleston tourism sector alone would lose about $523 million. So far, that estimate remains fairly accurate based on occupancy data, if not a little low, said Wayne Smith, the chair of the college’s Department of Hospitality and Tourism Management. Right now, Smith said his co-workers are working on an estimate for additional losses that look beyond that four-week window."

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The Post and Courier  
*April 13, 2020*

**About two-thirds of Charleston's tourism-related jobs have been lost due to coronavirus**

"About two-thirds of Charleston’s tourism-related jobs have been already been lost during the pandemic, according to estimates from the College of Charleston. At the beginning of March, almost 36,800 workers were employed across several tourism-related sectors in the Charleston area. They include restaurants, hotels, attractions and the arts. Now, about 24,800 of those are out of work, said Wayne Smith, chair of the college’s Department of Hospitality and Tourism Management. “You can’t devastate an industry too much more than that,” Smith said."

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Greenville Online  
*April 14, 2020*

**Not even hurricanes do this': Coronavirus wrecks South Carolina hotel industry**

"Not even hurricanes do this," said Wayne Smith, professor and chair of the College of Charleston's Hospitality and Tourism Management Department.

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News US  
*April 14, 2020*

**What is the journey after the coronavirus?**

"Chances are, your destination will immediately begin an aggressive coronavirus recovery program the moment the “all clear” signal is given. That’s the prediction of Wayne Smith"

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USA Today  
*April 15, 2020*

**Not even hurricanes do this': Coronavirus wrecks South Carolina hotel industry**

"Not even hurricanes do this," said Wayne Smith, professor and chair of the College of Charleston’s Hospitality and Tourism Management Department.

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The Post and Courier  
*April 17, 2020*

**Coronavirus crisis will cost Charleston tourism more than $1B in 2 months**

The college has estimated the region’s tourism sector will take another major hit in the next month, this time to the tune of about $512 million. That's on the heels of an estimated $523 million loss for the industry over the last four weeks. "Looking back, it seems like that forecast was pretty on point,” said Daniel Guttentag, the director of the college’s Office of Tourism Analysis.

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Outside  
*May 7, 2020*

**I tried Airbnb’s zaniest online experiences**

Regardless, even before the pandemic, challenges to the significant expansion of Airbnb’s core business were already emerging. “Lodging is their bread and butter, but a lot of the growth in their mature markets is starting to plateau,” Daniel Guttentag, an assistant professor of hospitality and tourism management at the College of Charleston, told me in February.

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devex  
*May 8, 2020*

**Opinion: The future for humanitarian workers after COVID-19**

Unpaid internships are the controversy of “voluntourism,” which has attracted much attention and debate since 2012. Daniel A. Guttentag, writing in a 2009 paper while at the University of Waterloo’s department of geography and environmental management, defined a “voluntourist” as “any tourist who participates in volunteer work while travelling,” if that work lasts less than a year.
Questions or Comments?

Office of Tourism Analysis
School of Business, College of Charleston
66 George Street
Charleston, SC 29424-0001

http://ota.cofc.edu/

Dr. Daniel Guttentag
guttentagda@cofc.edu
843.953.2025

Melinda Patience
patiencem@cofc.edu
843.953.1996