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 $147,000):
- Charleston Area Convention & Visitor Bureau
- Hilton Head Island-Bluffton Chamber of Commerce
- 2021 PGA Championship
- Charleston Wine+Food
Staff

Daniel Guttentag, Ph.D.
Director and Assistant Professor

Melinda Patience
Research Coordinator & Analyst

Affiliated Faculty Members

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

Robert Frash, Ph.D.
Professor
Dr. Frash works with the OTA on his research of the restaurant industry and motorcycle tourism.

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

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

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

Blake Scott, Ph.D.
Assistant Professor
Dr. Scott works with the OTA on collecting oral histories related to Charleston’s tourism growth.
Student Staff

Emily Pinkston
'22 MA in Community Planning, Policy, & Design

Brandon Martin
'24 BS in Hospitality & Tourism Management

Additional Research Assistants
Nick Laurito
Crystal Linder
Jillian Wilkie
Kirby Nasetta
Reese Phillips
Emilee Opoien
Charlotte Heinrich
2021–2022 Project List & Descriptions

- **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 continuously ran the Charleston Area Visitor Inquiry survey throughout the year.
- **Charleston tourism impact study of 2021:** We completed a Charleston tourism impact study of 2021 in March 2022.
- **Weekly and monthly hospitality performance reports, 2021–2022:** We regularly reported weekly and monthly hospitality performance metrics.
- **Demand360 Committed Occupancy Analysis:** We used monthly data from Demand360 to generate committed occupancy reports for Charleston County.
- **Hilton Head Island tourism impact study of 2021:** We completed a Hilton Head Island tourism impact study of 2021 in February 2022.
- **Bluffton tourism impact study of 2021:** We completed a Bluffton tourism impact study of 2021 in February 2022.
- **Beaufort County tourism impact study of 2021:** We completed a Beaufort County tourism impact study of 2021 in February 2022.
- **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 & Performance Tracking:** We continually keep track of short-term rental inventory and performance in the Charleston area through various data sources.
- **Lowcountry Oyster Festival Survey:** We surveyed attendees of the 2022 Lowcountry Oyster Festival in February 2022.
- **Geographic Analysis of Charleston County Marriage Licenses:** We completed an analysis of 2019–2021 marriage licenses in Charleston County in January 2022.
- **African American Tourism Business Analysis:** We completed an analysis of African American–owned tourism businesses in Charleston County in November 2021.
- **Hilton Head Island Amenities Study:** We completed an analysis of Hilton Head Island tourism–related amenities in November 2021.
- **Charleston Wine+Food Festival Survey:** We surveyed attendees, volunteers, partners, and talent of the 2022 Charleston Wine+Food Festival in March 2022.
SC tourism has recovered, but rising COVID cases loom over the comeback
Post and Courier  August 15, 2021

"College of Charleston tourism expert Daniel Guttentag, said he's surprised to see demand recover to this extent.

"If you'd asked me at the beginning of the year if we could have a summer that basically resembled 2019 in terms of occupancy – like really got back to 2019 levels of demand for the most part – I wouldn't have thought that would be achievable," he said."

Charleston welcoming more visitors despite surging COVID-19 cases
Counton2.com  August 25, 2021

"If we look back at say the previous four months or so, April through July, our hotels have been running about 75% to 80% full," said Daniel Guttentag, a tourism expert with the College of Charleston’s Office of Tourism Analysis.

Charleston a top destination in US for flights, short-term rentals this Labor Day
Post and Courier  September 2, 2021

"In terms of hotel data, there has been ""no indication"" that the delta variant has hurt demand in Charleston, said Daniel Guttentag, director of the College of Charleston's Office of Tourism Analysis. Last week, occupancy was roughly the same as it was during the same week in 2019, while the average room rate was 11 percent higher. That continues a trend that's been building for most of the summer, Guttentag said."

Second half of summer outperforms pre-pandemic tourism numbers, says expert
Counton2.com  September 3, 2021

Daniel Guttentag, the Director of Tourism Analysis for the College of Charleston says there's no doubt in his mind that there will be a jump in visitors coming to the Lowcountry this holiday weekend. Even more, he notes that overall tourism in the Lowcountry is remaining steady.

Barcelona Takes on Airbnb
Nytimes.com  September 22, 2021

"Cities that take such a strong stance on the issue can ultimately compel Airbnb to cooperate, said Daniel Guttentag, an assistant professor of hospitality and tourism management at the College of Charleston in South Carolina.

“When cities are cracking down in a way that is more aggressive than Airbnb would like, then the company absolutely plays hardball and fights back to push for regulations that they find to be more amenable,” Dr. Guttentag said.

“There are examples of Airbnb participating in enforcement,” he added, citing cases in San Francisco, London and Paris. “But this is only when they’ve really been obligated to do so."
Media Coverage

Cooper River Bridge Run bringing elite runners and rollers to the Lowcountry
Counton2.com September 24, 2021

Daniel Guttentag, the Director of Tourism Analysis for the College of Charleston, says the race happening this weekend is a “shot in the arm” for fall tourism. The hospitality sector took a big hit during COVID-19, when Wine + Food, SEWE, and the bridge run got pushed back several times. While there may be 15,000 fewer participants this year due to the pandemic, Guttentag says the impact locally will still be felt.

Charleston falls on Condé Nast Traveler’s list of best small cities in the U.S.
Counton2.com October 6, 2021

Director of Tourism Analysis for the College of Charleston, Daniel Guttentag, told News 2 ahead of the Labor Day holiday last month that a tourism jump was expected in the final weeks of summer. Also noting that overall tourism in the Lowcountry is remaining steady.

Charleston tourism eyes 2022 comeback with 3 major events
The State October 9, 2021

"With these events back up and operating, we're back to normal," said Daniel Guttentag, the director of the College of Charleston’s Office of Tourism Analysis. "We will finally have a routine tourism year, which is what everybody is desperate for right now."

New non-stop airline service coming to Charleston in 2022
Counton2.com October 20, 2021

"College of Charleston Tourism Professor, Daniel Guttentag, says that it’s no surprise that smaller airlines that cater to leisure travelers are are zeroing in on Charleston.

“The rebound in tourism post pandemic is really being driven primarily by leisure rather than business travel. We as Charleston are primarily a leisure destination. It makes complete sense that airlines that are looking to leverage and take advantage of the tourism that’s been happening are going to look at a place like Charleston,” said Guttentag."

ANALYSIS: Advocates tout benefits of short-term rentals amid concerns about their impact
Newmarkettoday.ca January 3, 2022

He cites two studies (one by Daniel Guttentag and another by Morgan Stanley Research) showed fewer than four per cent of Airbnb users would not have stayed in their intended location if Airbnb were unavailable.

Building The Berlin Wall ... On Charleston’s Waterfront?
Fitsnews.com January 5, 2022

Hicks glossed over opposition to the wall, saying “some argue it would ruin the city’s beauty and views.” As if this is a throwaway concern in a city that drew nearly 7.5 million people — and made nearly $10 billion off of tourism in 2019, according to the College of Charleston’s office of tourism analysis.
Media Coverage

DUI Study Turns Students Into Road Scholars
The College Today January 27, 2022

"Litvin recruited two student researchers, Jillian Wilkie and Crystal Lindner, who were given access to DUI arrest and adjudication records from the 14 months prior to the pandemic and were able to analyze a total of 370 reports – not all the DUI arrests during that period, but enough to draw some interesting conclusions. And have a few laughs.

“Some of the responses to police questions are hilarious,” says Wilkie, a senior majoring in hospitality and tourism management. “I mean, it’s a terrible situation, but people say crazy things under the influence.”

Wilkie and Lindner, whom the School of Business’ Office of Tourism Analysis paid for their work, plotted a giant Excel spreadsheet with all kinds of information from the reports – from what prompted the arrest to the charges filed. They even did some digging of their own and were able to determine where 157 of the suspects were employed. Disturbingly, a third of them worked in the hospitality industry.”

Charleston, Georgetown see pre-pandemic and higher travel numbers in 2021
Live5News.com January 28, 2022

“Leisure vacation travel is what really has returned,” Director of the Office of Tourism Analysis at the College of Charleston Daniel Gutten tag said. “So, what I mean by that are people who are taking vacations with their families. Business travel on the other hand has returned a little bit more slowly, and then big group, big conference travel has returned the slowest.”

Three major Charleston events are coming back. Their return could be worth $105 million
The State February 3, 2022

Daniel Gutten tag, the director of the College of Charleston’s Office of Tourism Analysis, said these blockbuster events also tend to attract affluent, high-spending visitors.

Southeastern Wildlife Expo’s return a financial, symbolic boost for Charleston tourism
Post and Courier February 17, 2022

Hosting the citywide wildlife art event again does two big things for Charleston’s tourism sector, said Daniel Gutten tag, director of the College of Charleston's Office of Tourism Analysis. First, there are the actual dollars that will pour into the region that weekend from SEWE attendees dining at downtown restaurants, staying at area hotels and shopping in local stores. Then there's the significance of the "return to normalcy" of getting that and other big events back on the calendar.

Strong SEWE weekend in Charleston could signal successful season ahead
Post and Courier February 27, 2022

"The annual outdoors event is considered the kickoff for Charleston's tourism season: Hotel number typically jump for the first time in the year and stay high into the spring, summer and early fall. For 2022, the impact was amplified, said Daniel Gutten tag, director of the College of Charleston’s Office of Tourism Analysis. While the start of the year is typically slower for the local visitor industry, numbers were also dampened by the chilly weather and the rise of the omicron variant of the coronavirus."
What should travelers know about Airbnb?
The Better Travel Podcast  March 3, 2022

First up, Dr. Daniel Guttentag of the College of Charleston joins the show to explain why short-term rentals hold so much appeal, and to tell us how these kinds of services have evolved over the years. He also describes some of the impacts of short-term rentals, and offers some advice for travelers who are looking to have a positive impact when they book a rental stay.

Despite lower numbers, Charleston’s Bridge Run should still pack a powerful economic punch
Post and Courier  March 26, 2022

Despite a lower number of participants, the run should still pack a powerful economic punch for the local economy, said Daniel Guttentag, director of the College of Charleston’s Office of Tourism Analysis.

Despite pandemic, Charleston tourism had bigger impact in 2021 than before COVID
Post and Courier  March 30, 2022

Tourism had an estimated $10.62 billion economic impact on the region in 2021, the college's Office of Tourism Analysis found – about $4.5 billion more than in 2020, when the hospitality sector experienced the worst impacts of the pandemic. Its impact was nearly $1 billion higher than the previous record-setting performance in 2019.

Here are Hilton Head residents' biggest complaints about tourism, survey says
The Island Packet  April 21, 2022

The Office of Tourism Analysis at the College of Charleston, in a new report, has estimated that 3.13 million visitors came to Hilton Head in 2021 — that’s up 19.9% from 2020 and 16.5% from 2019. “The overall economic impact of this tourism for Beaufort County was $2.80 billion,” the report says. “This economic impact represents not just the direct expenditure by visitors, but also the secondary ripple effects of such economic activity that (occurs) as tourism businesses spend operating funds and as tourism dollars are respent within the region.”

Charleston City Council presses pause on Wine + Food accommodation tax funding
Post and Courier  May 2, 2022

The annual study conducted by the College of Charleston Department of Hospitality and Tourism Management found the festival had a $26,593,791 measured economic impact on the Charleston area over the five-day period. Visitors spent an average of $585 at local restaurants and retail stores during the festival, according to the report led by Daniel Guttentag, director at the college's Office of Tourism Analysis, which works closely with the hotels, restaurants, attractions, events and tour operators that comprise the local visitor sector.

New non-stop airline service coming to Charleston in 2022
Counton2.com  May 29, 2022

College of Charleston Tourism Professor, Daniel Guttentag, says that it’s no surprise that smaller airlines that cater to leisure travelers are are zeroing in on Charleston.
Questions or Comments?

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