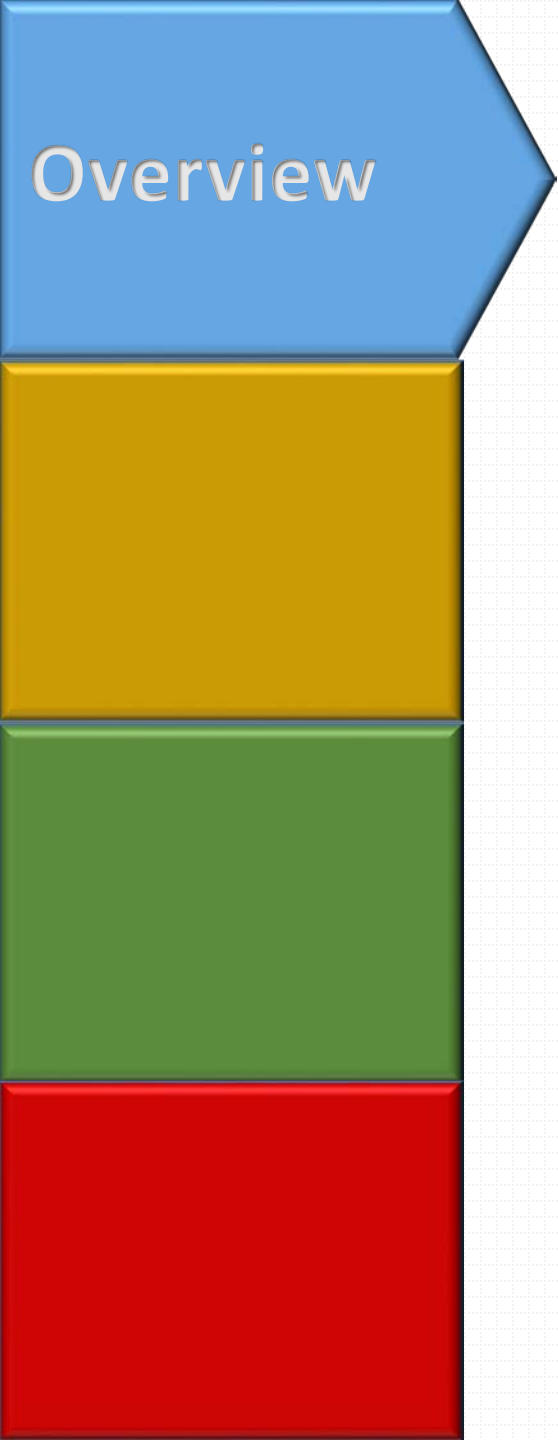
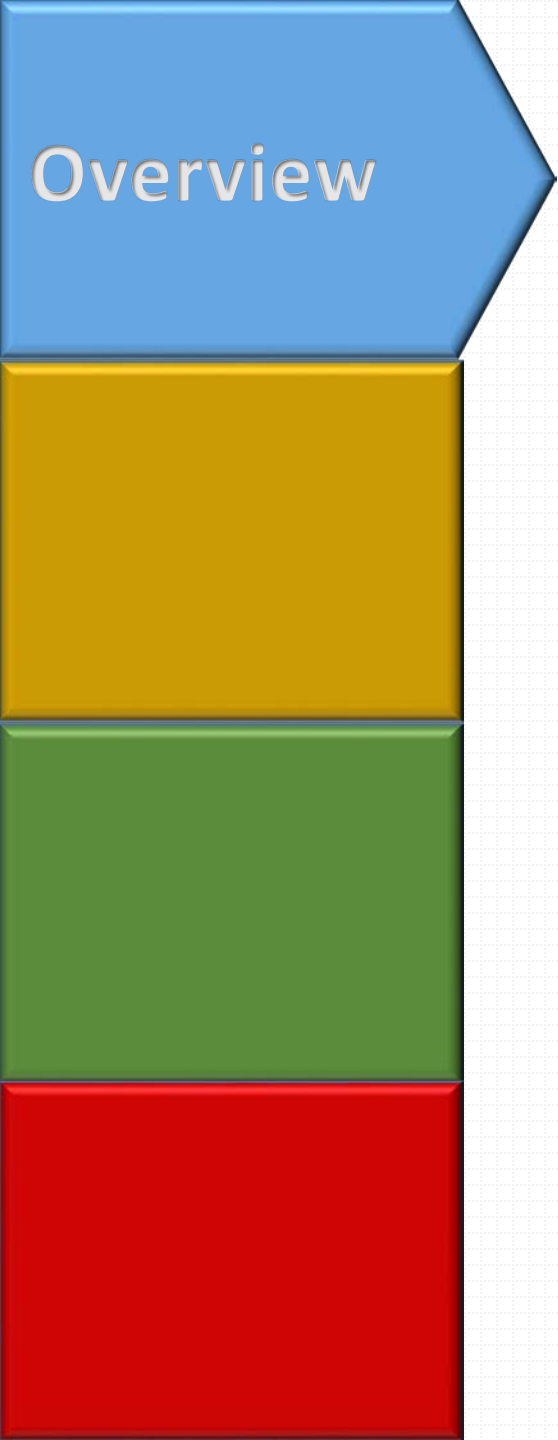


SCPRT Research Office

Dudley Jackson
Director of Research



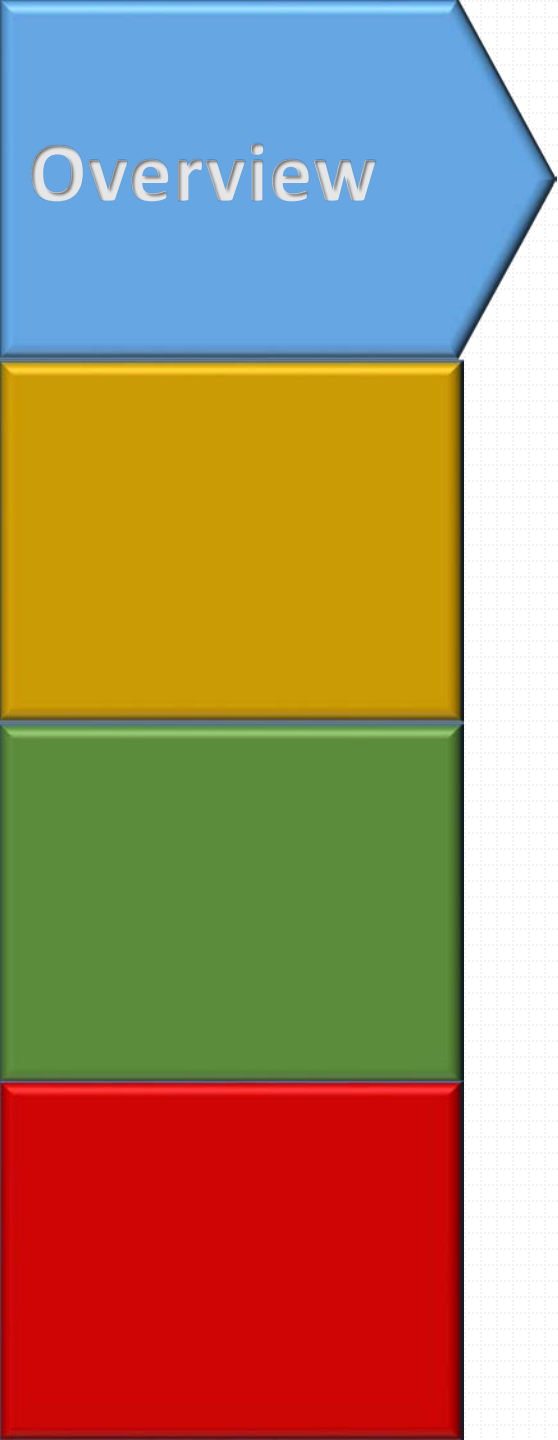
Section 1: Overview



Overview

Duties of the SCPRT Research Office:

1. Conducts economic impact research and tracks performance indicators of South Carolina tourism
2. Conducts research to inform and evaluate SCPRT's advertising efforts
3. Provides data and advice to partners and stakeholders
4. Responds to public requests for information



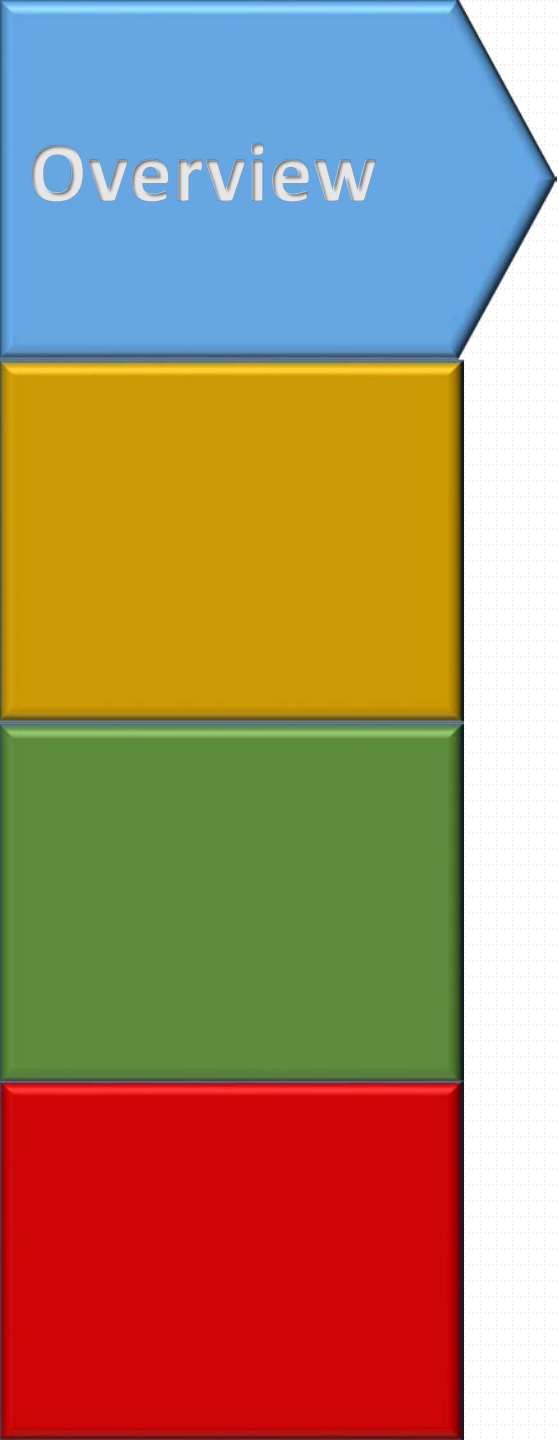
Budget of the SCPRT Research Office:

Research	FY2016-2017	FY2017-2018	FY2018-2019
State Funds	Budget	Budget	Budget
Classified Positions	\$114,271	\$120,993	\$120,993
Temporary Personnel	\$0	\$0	\$0
Operating	\$20,000	\$20,000	\$20,000
Employer Contributions	\$51,079	\$54,430	\$55,500
Totals	\$185,350	\$195,423	\$196,493

The SCPRT Research Office spends:

- \$294,596.68K annually on data (SCPRT Marketing Plan)
- \$6,270.80K annually on software licenses (Research Operations Budget)
- \$12,381.00K annually on intern (Research Operations Budget)

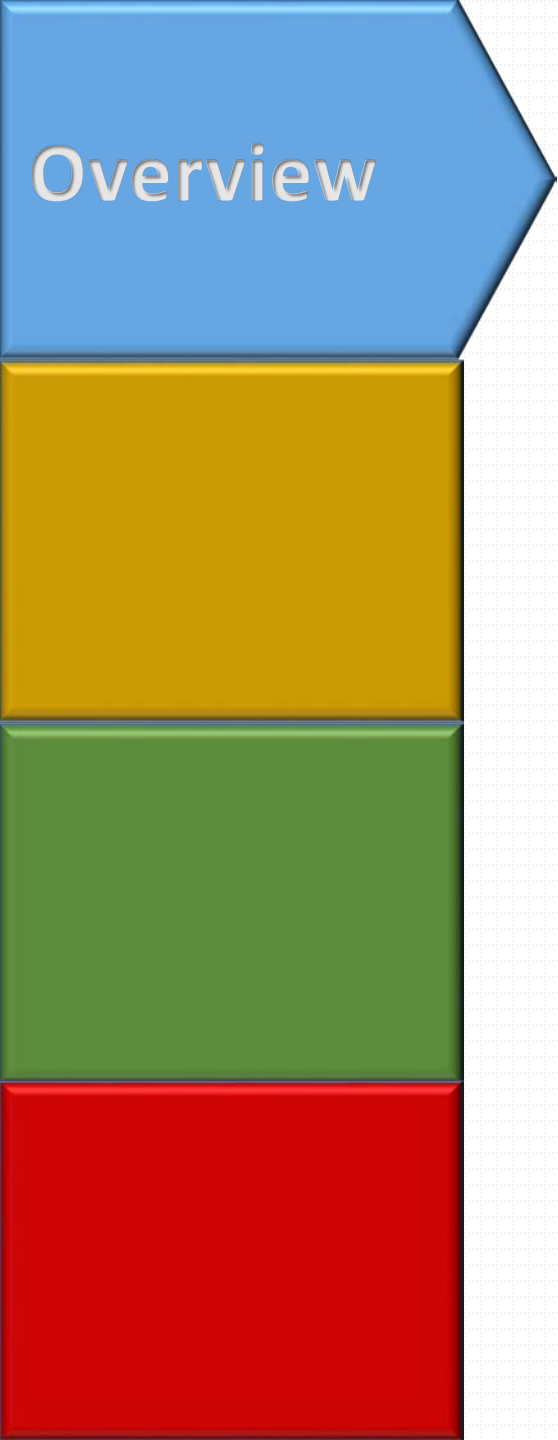
Total SCPRT Research Office Annual Spending = \$490K



Overview

SCPRT Research Office regularly obtains or purchases data from over 20 Sources, including:

- ☐ STR Hotel Performance
- ☐ STR Hotel Forecast
- ☐ SCDOR Accommodations Tax Collections
- ☐ SCDOR Admissions Tax Collections
- ☐ SCDOR Tourism-related Gross Sales
- ☐ Airport Data
- ☐ SCDEW Tourism Employment Data
- ☐ FW Dodge Construction Permits
- ☐ SC State Parks Overnight Accommodations & Golf Rounds
- ☐ SC Treasurer Allocation of 2% Accommodations Tax
- ☐ SMARI Insights
- ☐ DHS I-94 Arrivals
- ☐ National Golf Foundation Inventory of Golf Courses
- ☐ USTA Survey of State Travel Office Budgets
- ☐ USTA TEIM
- ☐ USTA TTSA
- ☐ VisaVue Travel Data
- ☐ NTTTO Survey of Inflight Air Travel
- ☐ TNS/Kantar Travels America
- ☐ Statistics Canada



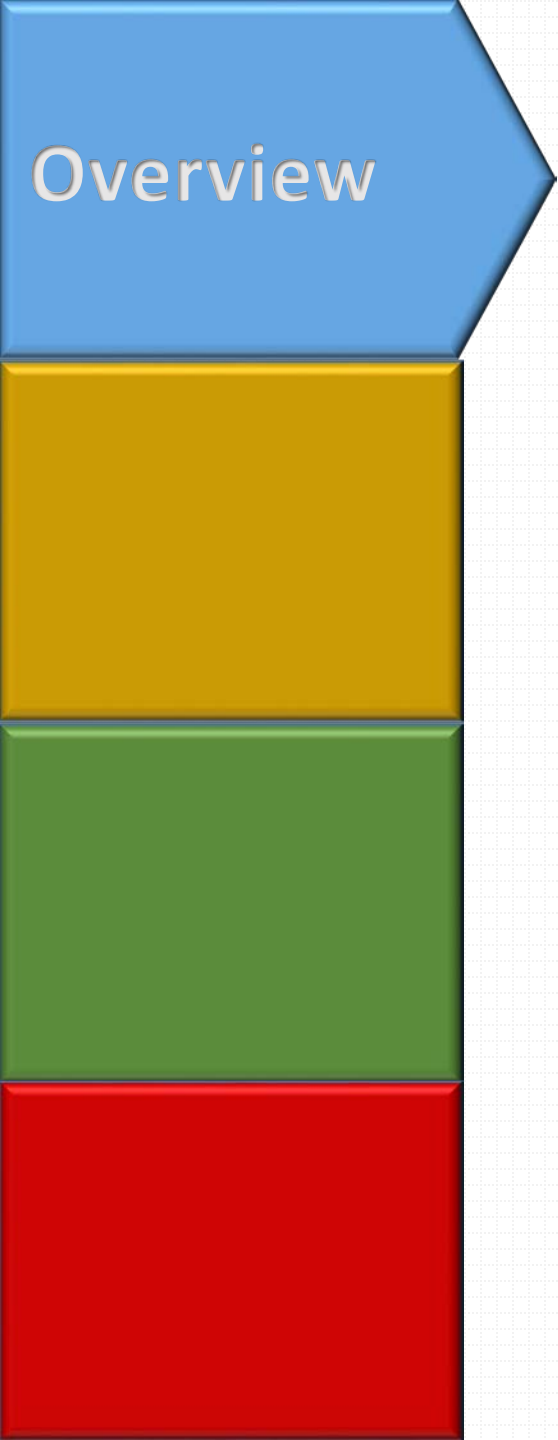
Overview

Dudley Jackson
Director of Research
20 Years State Service

- Coordinate or Perform Economic Impact Analyses
- Coordinate advertising strategy and evaluation research
- Create complex, customized analyses using data from government, businesses consumer surveys
- Proof all reports and analyses
- Respond to Ad Hoc Requests
- Meet/coordinate with other research partners, state agencies, stakeholders

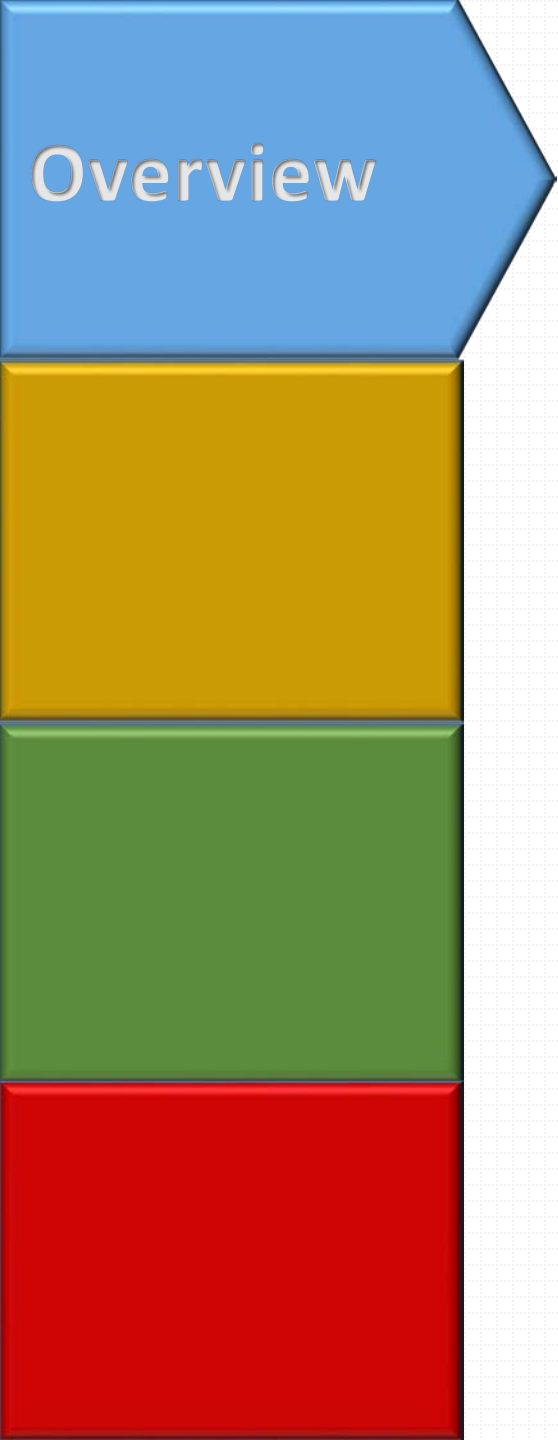
Sherri Bush-Herndon
Research Office Manager
12 Years State Service

- Manage research budget, purchase data, perform administrative functions
- Enter data into spreadsheets which support regular reports and analyses
- Distribute and publish public reports
- Create basic, customized analyses using government data and business data
- Proof all reports and analyses
- Respond to Ad Hoc Requests



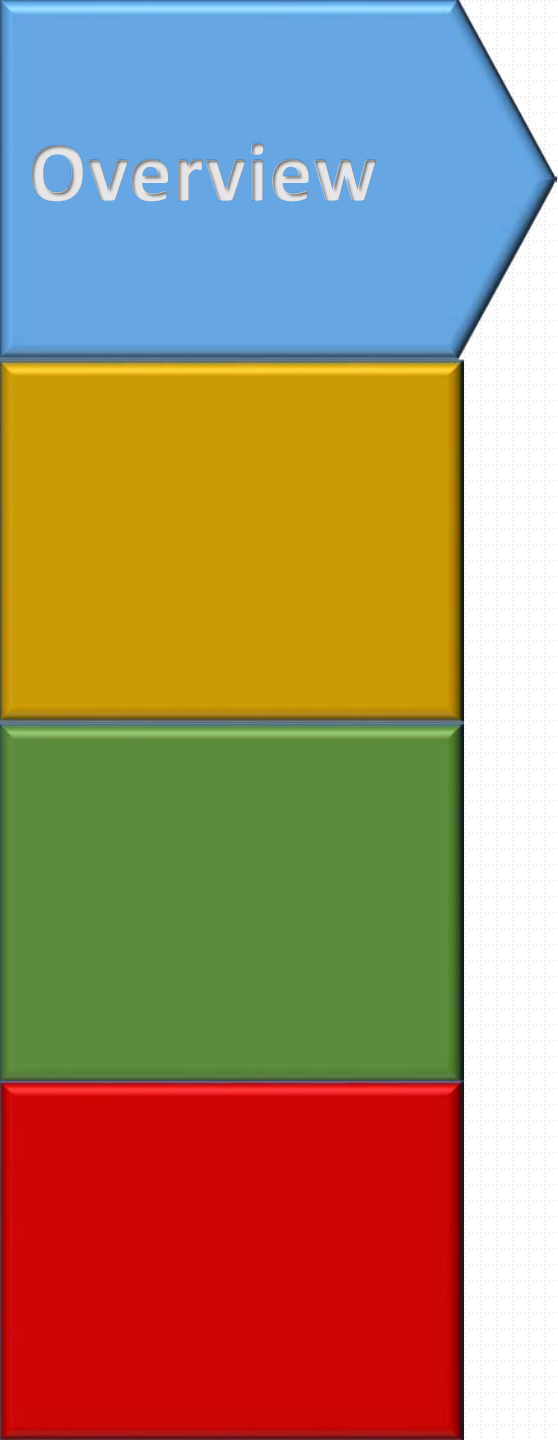
Duty #1: Economic Impact Research and Tracking Performance Indicators

1. Work with US Travel Association to produce state and county level tourism economic impact studies
"Tourism is a \$21.2 billion industry, employing 1 in 10 South Carolinian residents and generating \$1.6 billion in state and local taxes"
2. Track tourism indicators such as hotel performance statistics, accommodations tax collections and air passenger deplanements
*"Revenue per Available Room or RevPAR (Occupancy Rate x Average Daily Rate) for **January - June 2018** was \$75.35, up 2.1% compared to the same period of 2017. "*



Duty #2: Inform and Evaluate SCPRT Advertising

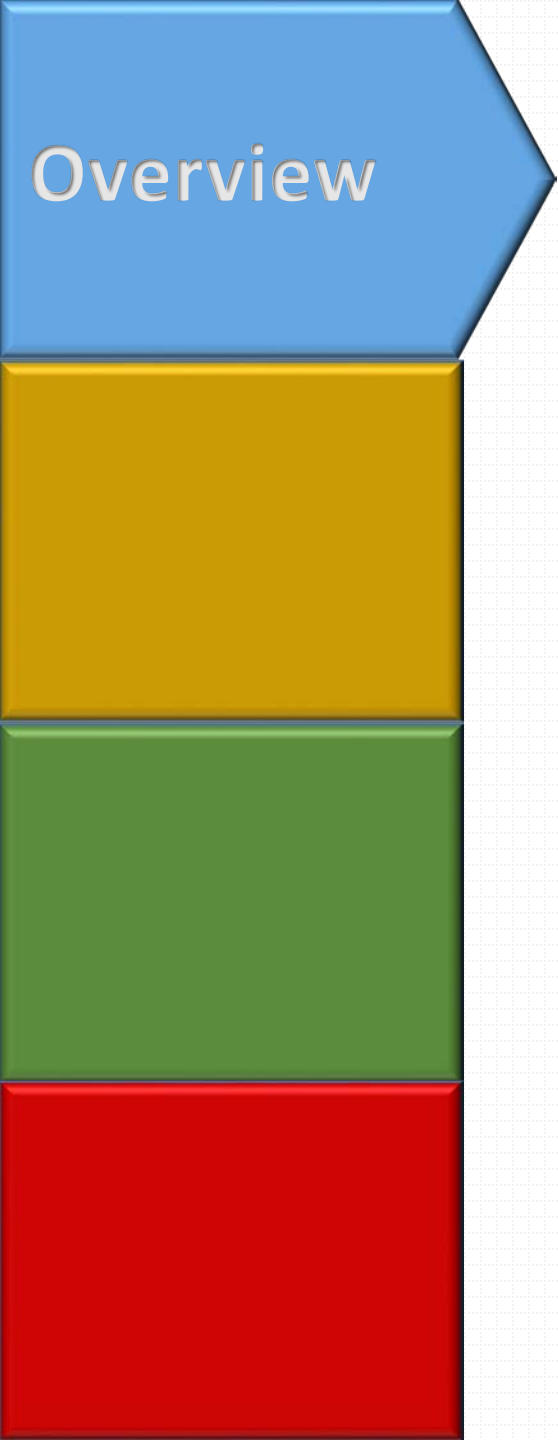
1. Contract (1-5 years) with a marketing research vendor to perform advertising strategy and evaluation research. Potential contractors could include:
 - Private Businesses
 - Universities
 - Gov't Institutes
2. Use TravelsAmerica (TravelTrakAmerica) data to provide advertising research to advertising agency



Duty #3: Provide Data and Advice to Partners and Stakeholders

1. Collaborate with partners to help them develop research methodologies
2. Regularly provide data to partners to facilitate their missions

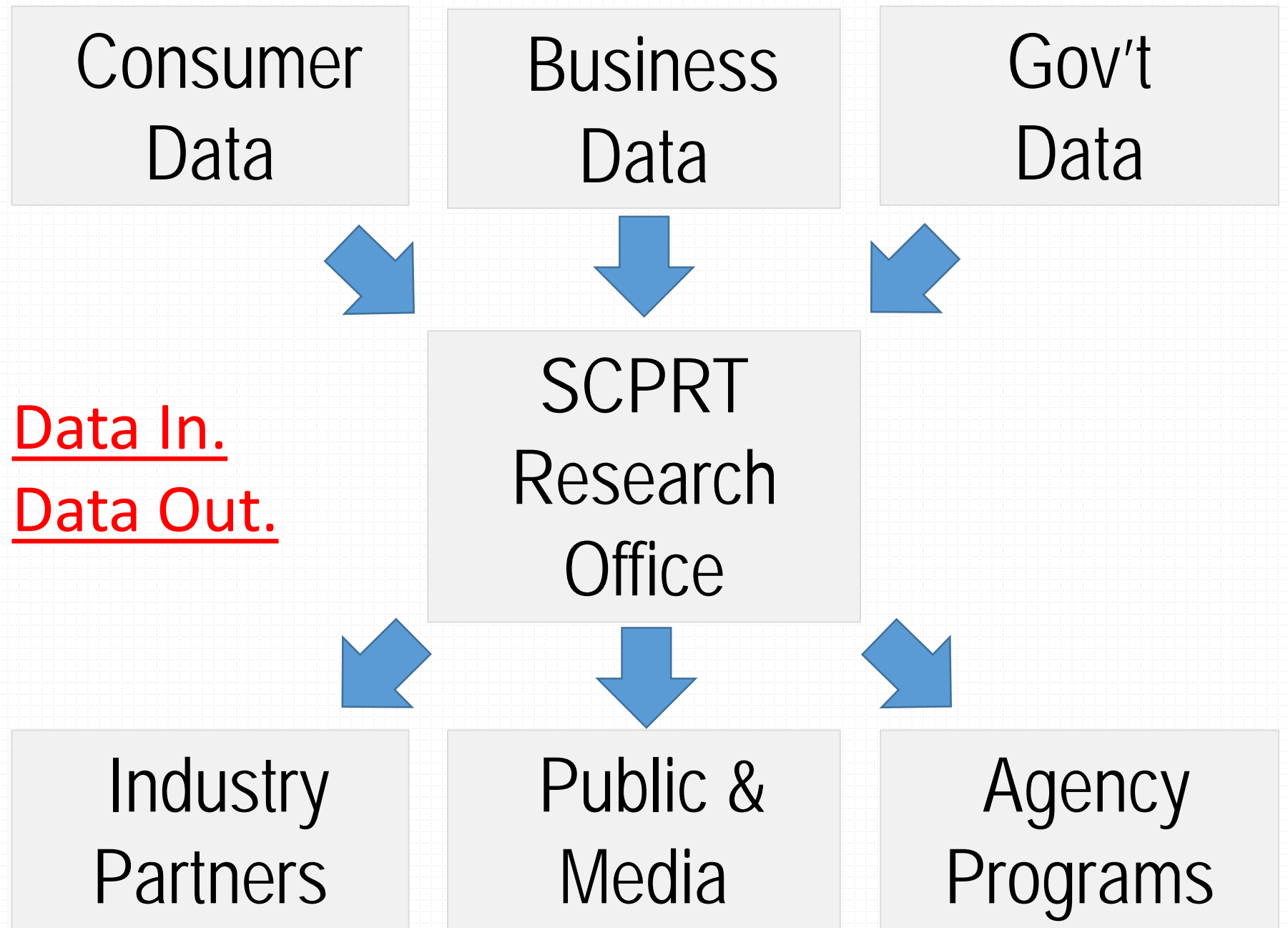
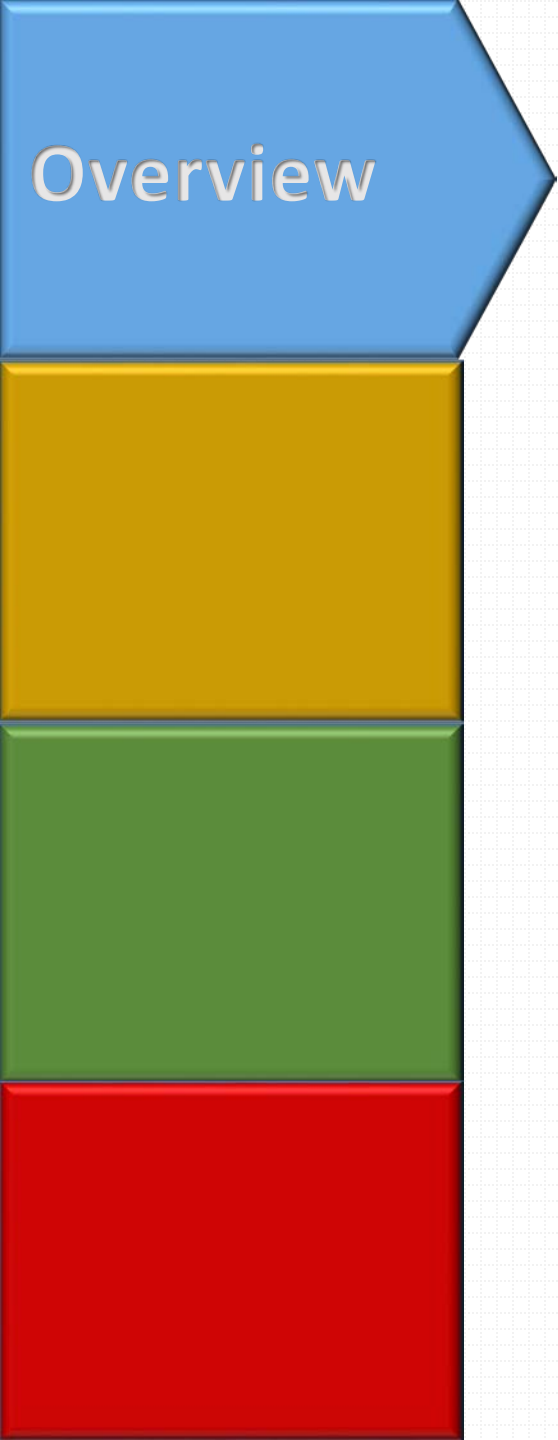
* Partners include CVBs, Chambers of Commerce, SCATR representatives, state agencies, SCPRT staff, event organizers and private businesses

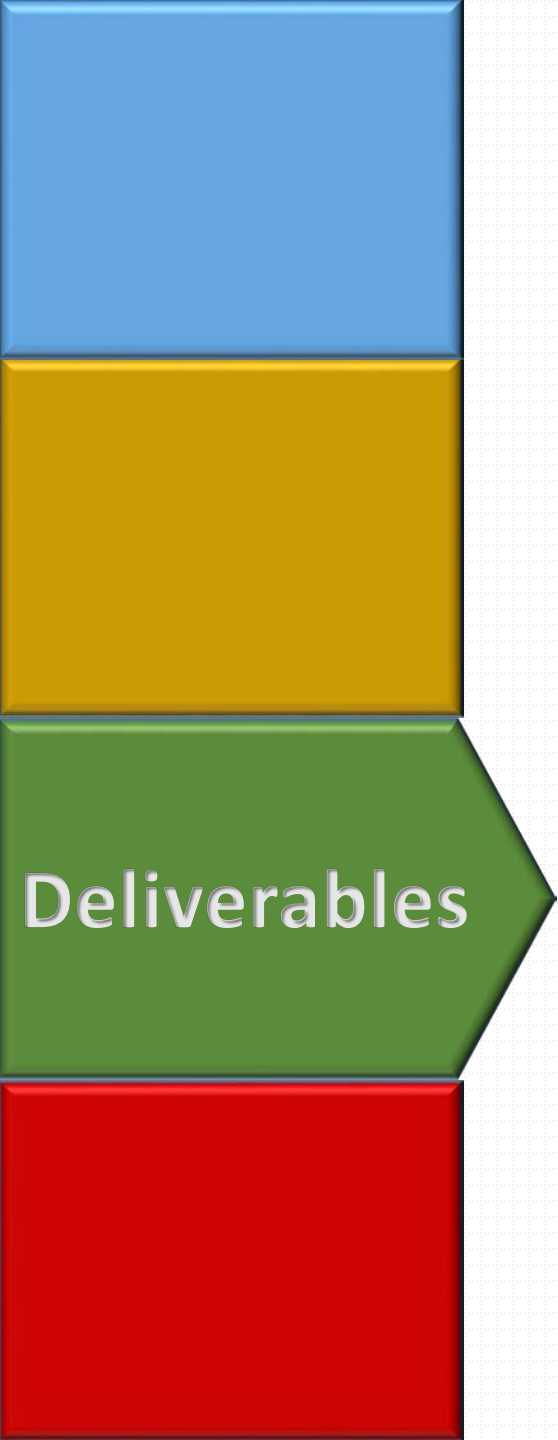


Duty #4: Respond to Public Requests for Information

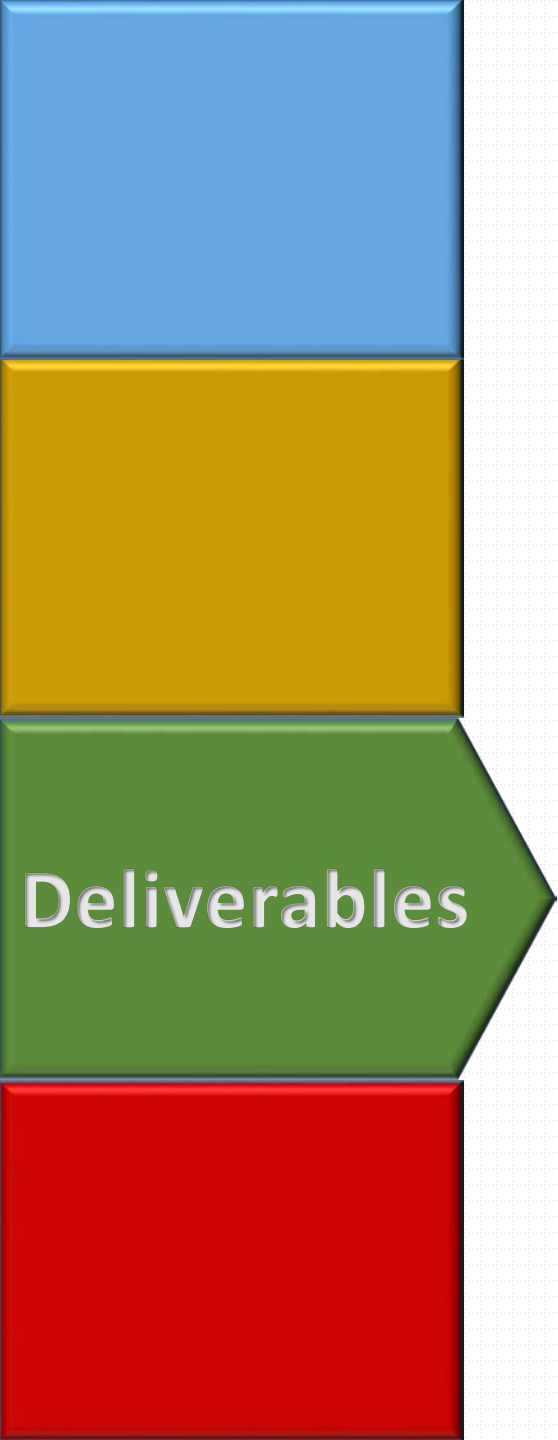
1. Respond to Ad Hoc requests from general public, the media, tourism industry partners, legislators, government agencies, private businesses etc.

Since Summer 2013, we have fielded about 380 ad hoc requests.





Section 2: Deliverables



Deliverable 52

Create & Publish Tourism Research Reports

Provided to achieve the requirements of applicable law:
S.C. Code Ann. §51-1-60. Duties and Powers of SCPRT

Primary Customer Segments

Local Governments

Destination Marketing Organizations

Tourism-related Associations

Tourism Businesses

Higher Education Institutions

Agency Allowed to Charge by Law: S.C. Code Ann. §51-1-40
SCPRT does not charge for research reports.

Deliverable 52

Create & Publish Tourism Research Reports

Deliverables

The screenshot displays a web interface for 'Research and Statistics'. The header features a dark blue section with the title 'Research and Statistics' and a light blue section with a descriptive paragraph: 'Explore this section for up-to-date reports on accommodations tax collections, revenue distribution, expenditures by fiscal year and detailed information about the economic impact of travel and tourism in South Carolina.' Below the header, a section titled 'Most Recently Published' showcases three report cards. Each card includes a title, a date, and a 'Download' button. The reports are: 'Q3 Indicators' for 'FY17-18 Q3', 'State Level Lodging Report' for 'April 2018', and 'The Economic Contribution of Tourism in South Carolina' for '2016'. At the bottom, there are three tabs: 'Monthly Indicators' (which is selected), 'Quarterly Indicators', and 'Yearly/Infrequent Reports'. Below the tabs are two dropdown menus labeled 'select a year ▼' and 'select a month ▼'.

Research and Statistics

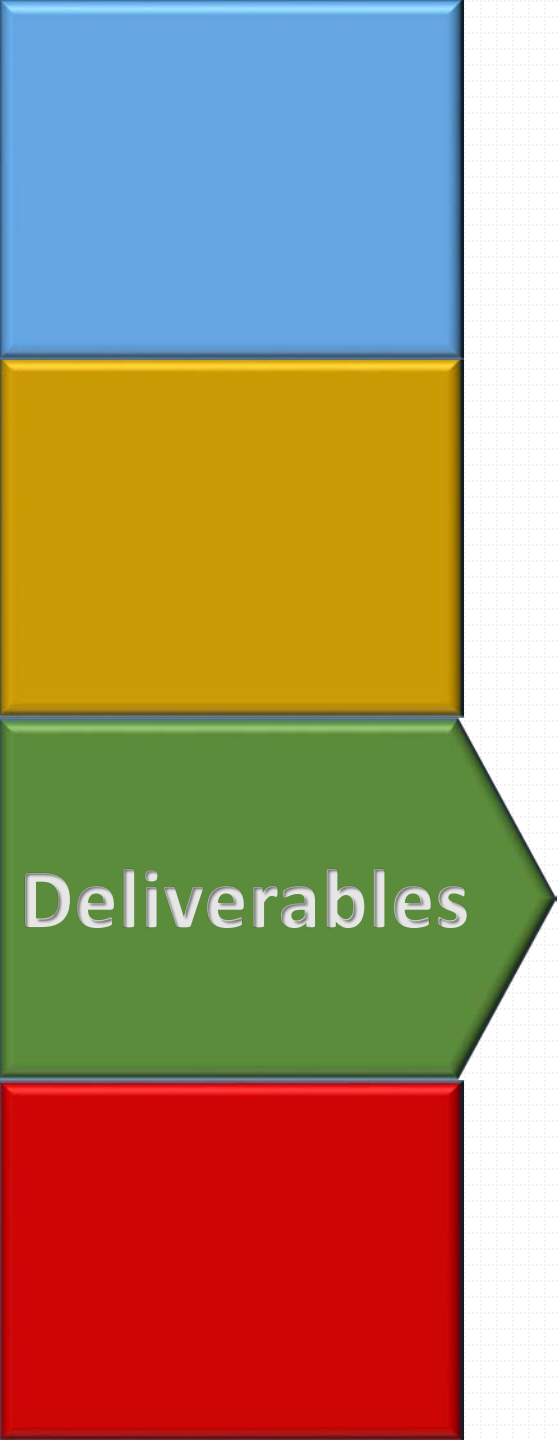
Explore this section for up-to-date reports on accommodations tax collections, revenue distribution, expenditures by fiscal year and detailed information about the economic impact of travel and tourism in South Carolina.

Most Recently Published

Report Title	Date	Action
Q3 Indicators	FY17-18 Q3	Download
State Level Lodging Report	April 2018	Download
The Economic Contribution of Tourism in South Carolina	2016	Download

Monthly Indicators | Quarterly Indicators | Yearly/Infrequent Reports

select a year ▼ | select a month ▼



Deliverable 52

Create & Publish Tourism Research Reports

324 research reports on SCPRT.com including:

- ☐ State Level Lodging Report (Monthly)
 - ☐ Accommodations Tax Collections by County (Monthly)
 - ☐ Admissions Tax Collections by County (Monthly)
 - ☐ Accommodation Tax Distribution by Local Gov't (Quarterly)
 - ☐ Economic Contribution of Tourism in South Carolina (Annually)
 - ☐ Economic Impact of Travel on South Carolina Counties (Annually)
 - ☐ Accommodations Tax Revenue Distribution by Local Gov't (Annually)
 - ☐ Expenditures of Annual Accommodations Tax Revenues (Annually)
 - ☐ Profiles of Consumer Travel to South Carolina (Annually) such as:
 - ☐ Domestic Out-of-State Leisure Travel to South Carolina (Annually)
 - ☐ Domestic VFR Travel to South Carolina
 - ☐ Economic Impact of Golf in South Carolina (Every Three to Five Years)
- 200+ Monthly Reports
- 50+ Quarterly Reports
- 40+ Yearly or Infrequent Reports

Deliverable 52

Create & Publish Tourism Research Reports

From: *The Economic Contribution of Tourism in South Carolina*

TOURISM SPENDING: CORE & ECONOMY

- Spending by travelers constitutes the “core” of tourism economic activity.
- Tourism-related government, investment and merchandise trade expenditures add to the core activity to give a picture of the entire tourism-generated economy.

2016 Tourism Spending by Category (in \$ millions)

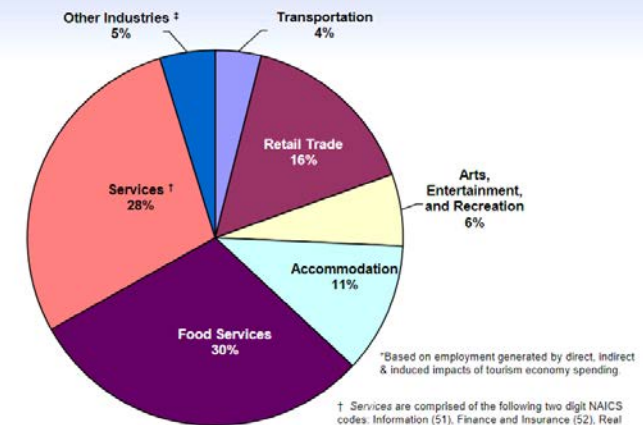
SC Residents	\$3,643	} Tourism Core
Out-of-State Visitors to SC	\$10,852	
International Visitors	\$824	
Government (Collectively)	\$490	} Tourism Economy
Investment	\$740	
Merchandise Trade	\$4,630	
Total Tourism Demand	\$21,179	

U.S. TRAVEL
ASSOCIATION

BENEFICIARY INDUSTRIES OF TOTAL IMPACT ON EMPLOYMENT

Categorization of Tourism Supported Jobs* in SC, 2016

- Tourism employment is sustained within a diverse set of industries.
- In 2016, direct traveler (core) spending generated 131,300 jobs, accounting for 6.4% of the state's total non-farm employment and 8.0% of private employment.
- Including direct, indirect and induced impacts generated by all tourism (economy) spending, tourism supports 200,700 jobs, or 9.8% of all non-farm employment and 12.2% of total private employment.



† Services are comprised of the following two digit NAICS codes: Information (51), Finance and Insurance (52), Real Estate and Rental and Leasing (53), Professional, Scientific, and Technical Services (54), Management of Companies and Enterprises (55), Administrative and Support and Waste Management and Remediation Services (56), Educational Services (61), Health Care and Social Assistance (62), Other Services except Public Administration (81).

‡ Other Industries are comprised of the following two digit NAICS codes: Agriculture, Forestry, Fishing and Hunting (11), Mining (21), Construction (23), Manufacturing (31-33).

U.S. TRAVEL
ASSOCIATION

Deliverables

Deliverable 52

Create & Publish Tourism Research Reports

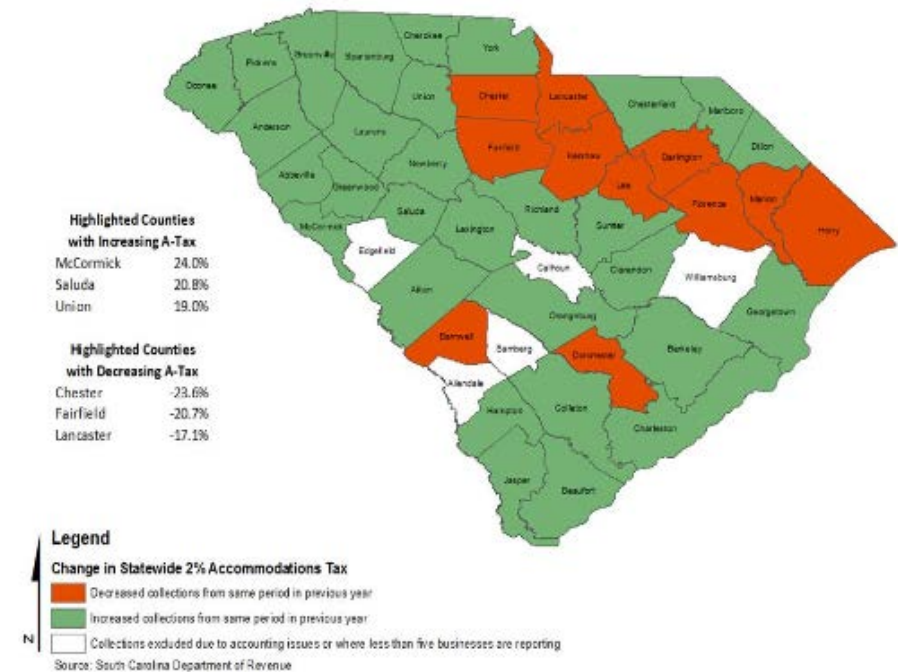
SOUTH CAROLINA STATEWIDE 2% ACCOMMODATIONS TAX COLLECTIONS

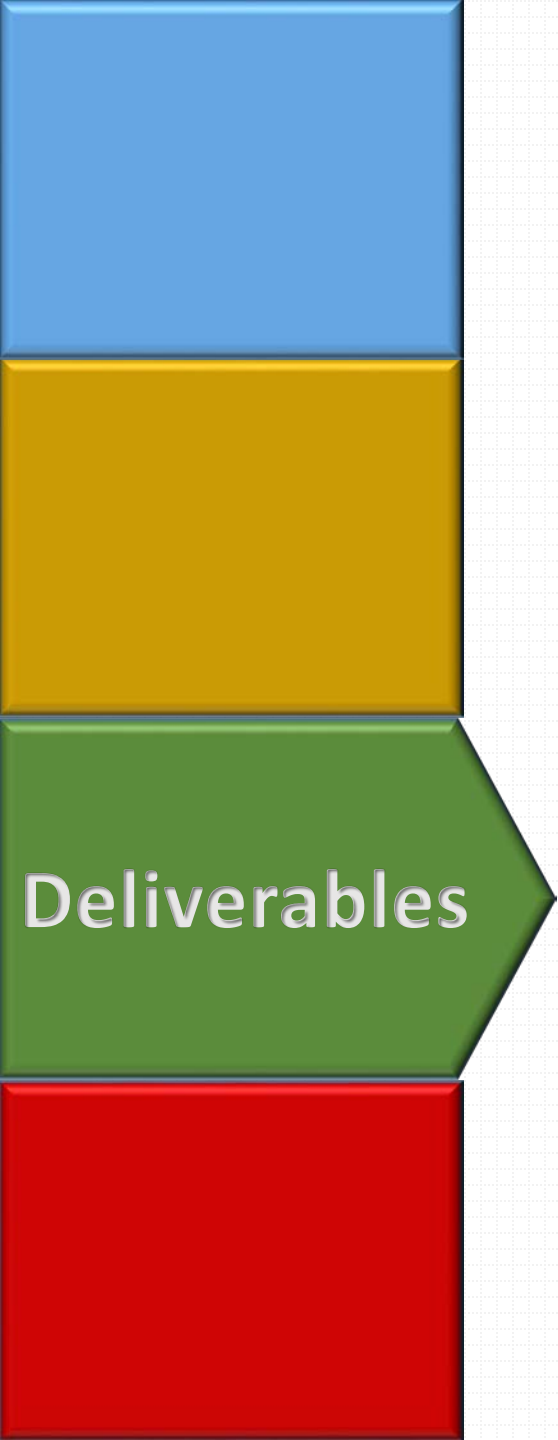
Important Note: Monthly totals may be influenced by factors that are not related to business conditions during that month, making comparisons with the same month in previous years problematic. These factors include refunds or adjustments due to taxpayer filing error, delinquent filers, processing delays at the South Carolina Department of Revenue, changes in months associated with holidays or large events (e.g. Labor Day Weekend in August or September). Year over year comparisons of year-to-date totals are less susceptible to these factors and are preferable to monthly comparisons. A review of the previous year's monthly reports provides a 3 year comparison.

Business Activity Period Tax Return Period	MONTH			FISCAL YEAR-END		
	May '18 Jun '18	May '17 Jun '17	Percent Change	Jun '17-May '18 Jul '17-Jun '18	Jun '16-May '17 Jul '16-Jun '17	Percent Change
ABBEVILLE	\$1,688.80	\$2,598.02	-38.8%	\$17,689.93	\$15,222.03	15.4%
AIKEN	\$54,422.18	\$59,388.22	-8.4%	\$820,141.12	\$582,269.30	8.5%
ALLENDALE	*	*	*	*	*	*
ANDERSON	\$63,579.25	\$58,029.80	9.6%	\$738,183.18	\$895,877.14	6.1%
BAMBERG	\$883.50	\$948.14	-27.9%	*	*	*
BARNWELL	\$3,712.88	\$2,950.02	25.9%	\$34,954.30	\$35,539.10	-1.8%
BEAUFORT	\$858,381.22	\$825,496.71	4.0%	\$9,028,805.10	\$8,659,023.18	4.2%
BERKELEY	\$89,741.48	\$82,693.91	4.9%	\$889,205.11	\$772,213.85	15.2%
CALHOUN	*	*	*	*	*	*
CHARLESTON	\$1,940,082.19	\$1,940,525.70	0.0%	\$18,558,387.54	\$17,811,868.41	5.4%
CHEROKEE	\$16,290.30	\$15,891.85	2.5%	\$178,878.41	\$153,828.17	14.9%
CHESTER	\$7,316.19	\$8,738.27	-16.3%	\$81,531.03	\$108,754.51	-23.8%
CHESTERFIELD	\$4,768.53	\$7,187.88	-33.7%	\$57,850.98	\$58,423.83	2.5%
CLARENDON	\$13,497.89	\$14,738.15	-8.4%	\$100,782.98	\$154,100.04	4.3%
COLLETON	\$65,235.26	\$65,891.27	-1.0%	\$840,485.38	\$787,155.83	9.8%
DARLINGTON	\$11,777.02	\$14,015.28	-16.0%	\$137,283.88	\$153,745.19	-10.7%
DILLON	\$9,777.71	\$13,242.40	-26.2%	\$128,339.82	\$125,827.52	0.8%
DORCHESTER	\$17,941.24	\$17,810.90	0.7%	\$170,810.84	\$174,545.22	-2.1%
EDGEFIELD	\$1,108.24	\$954.34	15.9%	*	\$11,498.19	*
FAIRFIELD	\$2,658.31	\$3,720.00	-31.3%	\$31,429.81	\$39,849.99	-20.7%
FLORENCE	\$115,378.80	\$115,787.82	-0.3%	\$1,381,511.50	\$1,388,400.82	-0.5%
GEORGETOWN	\$151,704.10	\$142,711.45	6.3%	\$2,080,742.75	\$2,004,988.25	3.8%
GREENVILLE	\$436,896.83	\$452,674.29	-3.5%	\$4,759,091.20	\$4,373,580.83	8.8%
GREENWOOD	\$22,156.89	\$23,754.85	-8.7%	\$233,493.51	\$208,295.48	12.1%
HAMPTON	\$2,028.54	\$2,571.72	-21.1%	\$27,973.25	\$27,230.14	2.7%
HORRY	\$1,855,104.85	\$1,882,871.28	-1.5%	\$21,220,544.75	\$21,358,333.16	-0.8%
JASPER	\$36,295.12	\$41,445.79	-12.4%	\$414,358.59	\$389,495.34	6.4%
KERSHAW	\$14,842.30	\$16,124.31	-9.2%	\$159,424.98	\$171,221.85	-8.9%
LANCASTER	\$5,049.17	\$5,473.42	-7.8%	\$53,233.28	\$64,207.58	-17.1%
LAURENS	\$12,317.98	\$14,802.93	-15.6%	\$180,202.80	\$140,948.38	13.7%
LEE	\$1,448.81	\$1,598.87	-9.4%	\$17,352.03	\$17,878.08	-2.8%
LEXINGTON	\$98,402.88	\$109,025.01	-11.6%	\$1,201,287.58	\$1,145,402.77	4.9%
MCCORMICK	\$3,069.43	\$5,805.78	-48.0%	\$38,757.08	\$29,842.03	24.0%
MARION	\$2,372.04	\$4,145.30	-42.8%	\$28,387.55	\$28,548.04	-7.8%
MARLBORO	\$2,018.20	\$2,207.29	-8.6%	\$24,953.92	\$23,004.11	8.5%
NEWBERRY	\$13,343.30	\$14,158.50	-5.8%	\$153,513.39	\$135,197.98	13.5%
OCONEE	\$36,528.13	\$27,860.30	32.1%	\$344,389.11	\$308,895.28	12.2%
ORANGEBURG	\$81,419.32	\$87,393.24	-8.9%	\$754,923.77	\$738,816.35	2.8%
PICKENS	\$50,859.78	\$54,434.55	-8.9%	\$814,859.08	\$548,287.10	12.8%
RICHLAND	\$328,177.17	\$319,935.22	2.6%	\$3,858,807.32	\$3,541,442.52	3.3%
SALUDA	\$1,053.48	\$1,097.33	-4.0%	\$12,868.04	\$10,489.34	20.8%
SPARTANBURG	\$113,632.88	\$118,473.18	-2.5%	\$1,239,507.00	\$1,188,437.25	4.5%
SUMTER	\$38,473.38	\$35,858.90	1.7%	\$401,154.58	\$389,784.94	2.9%
UNION	\$3,418.34	\$2,929.77	16.7%	\$38,942.64	\$32,734.45	19.0%
WILLIAMSBURG	\$831.46	\$1,150.75	-27.7%	*	\$14,420.08	*
YORK	\$121,853.84	\$128,137.34	-4.9%	\$1,330,553.52	\$1,180,558.07	12.7%
OTHER	*	*	*	\$0.00	\$0.00	N/A
STATEWIDE	\$6,683,877.12	\$6,725,251.50	-0.6%	\$72,032,863.09	\$69,559,226.90	3.6%

* Due to disclosure laws, county collections with less than 5 businesses reporting are not listed but are included in the statewide totals.

Change in Statewide 2% Accommodations Tax Collections for July-June (June-May Business) FY1718 Compared to the Same Period in FY1617 by County



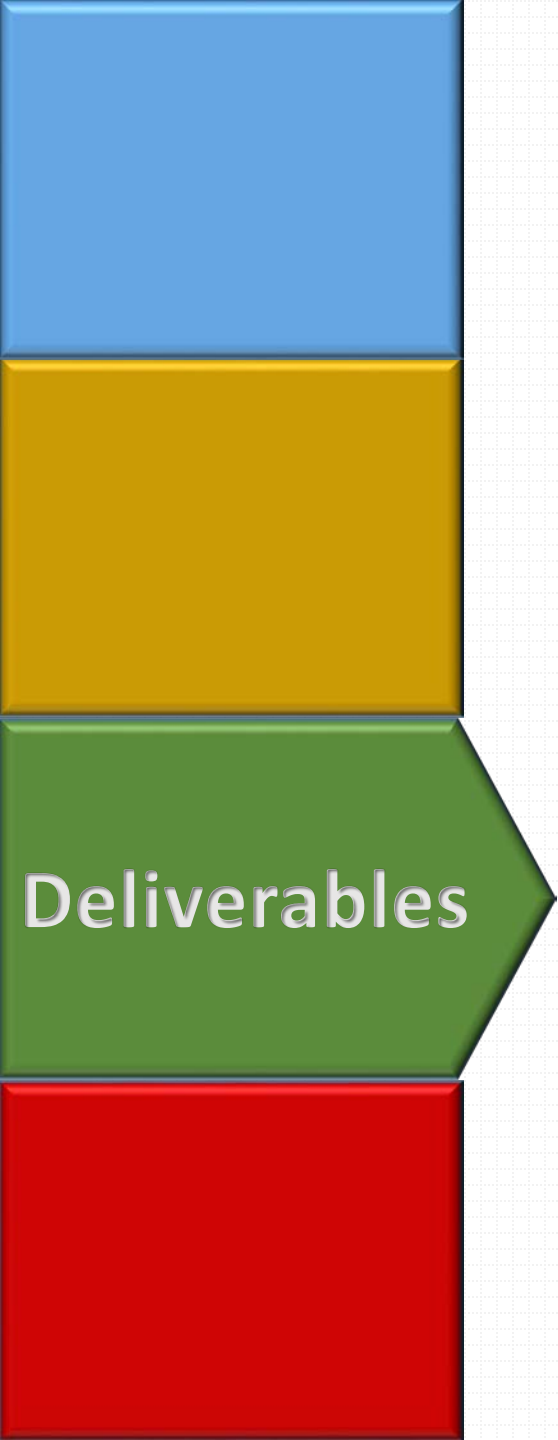


Deliverable 52

Create & Publish Tourism Research Reports

Not Published on SCPRT's research webpages:

- ☐ Full Reports on SCPRT internal programs (Deliverable 53)



Deliverable 52

Create & Publish Tourism Research Reports

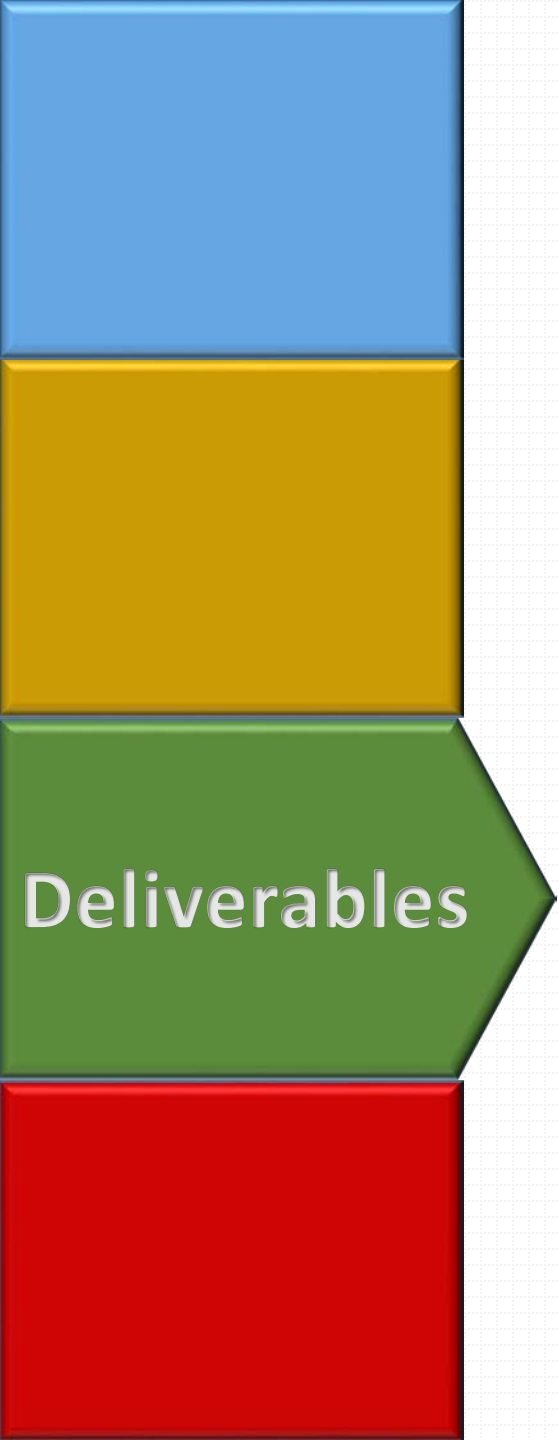
Not Published on SCPRT's research webpages:

- ☐ Full reports on SCPRT internal programs
- ☐ Reports based on vendor or government data that legally or contractually prevent us from publishing their data



VisaVue® Travel



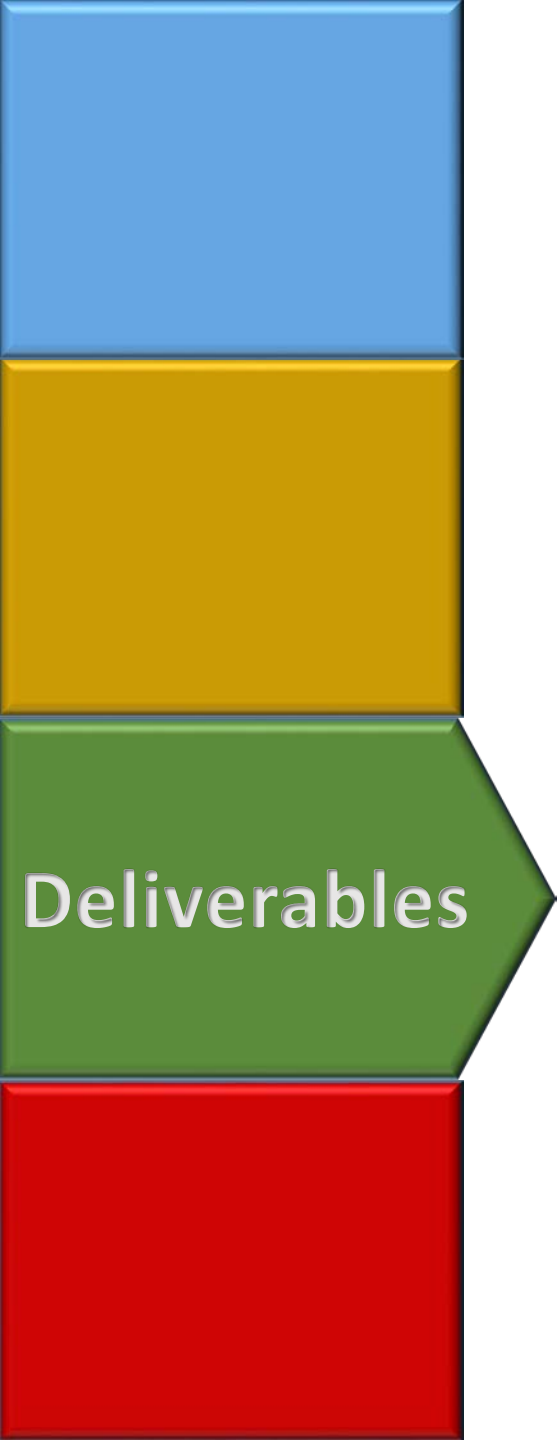


Deliverable 52

Create & Publish Tourism Research Reports

Things you won't find on SCPRT's research webpages:

- ☐ Full reports on SCPRT internal programs
- ☐ Reports based on vendor or government data that legally or contractually prevent us from publishing their data
- ☐ Full impact reports for statewide weather events (e.g. Hurricanes, The 2017 Solar Eclipse)



Deliverable 52

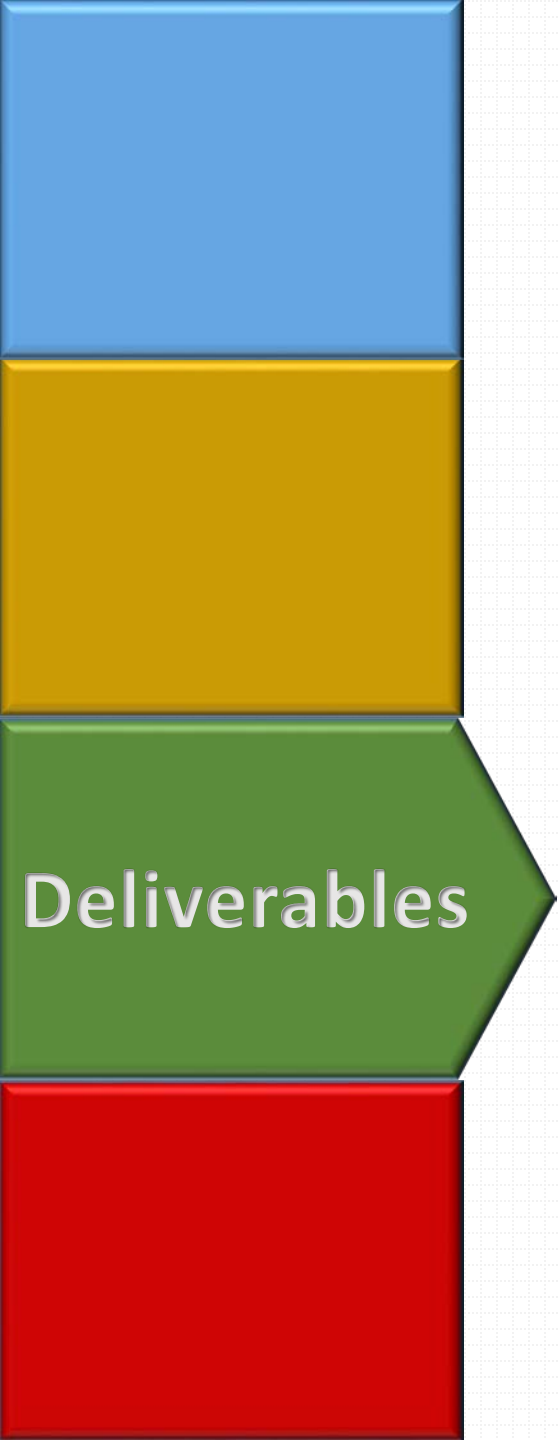
Create & Publish Tourism Research Reports

South Carolina Eclipse Visitor Volume & Economic Impact Summary

Ultimately, the visitor volume and economic impact estimates were derived using a model combining data from SMARInsights' primary research, data from STR, Inc., and SCPRT's room inventory database.

In total, an estimated 513,000 parties came to or traveled within South Carolina to view the total solar eclipse. The average party size was 3.1, equating to an estimated 1.6 million eclipse travelers. Overall, these travel parties spent \$524 in South Carolina, for a total economic impact of \$269 million. Eclipse travelers are basically evenly distributed between in-state and out-of-state, but the out-of-state visitors spent more – so they account for about two-thirds of the total economic impact.

	In-State	Out-of-State	Total
Eclipse travel parties	253K	260K	513K
Avg. party size	3.2	3.1	3.1
Eclipse travelers	805K	795K	1.6M
Avg. spending	\$372	\$673	\$524
Economic impact	\$94.2M	\$174.8M	\$269M

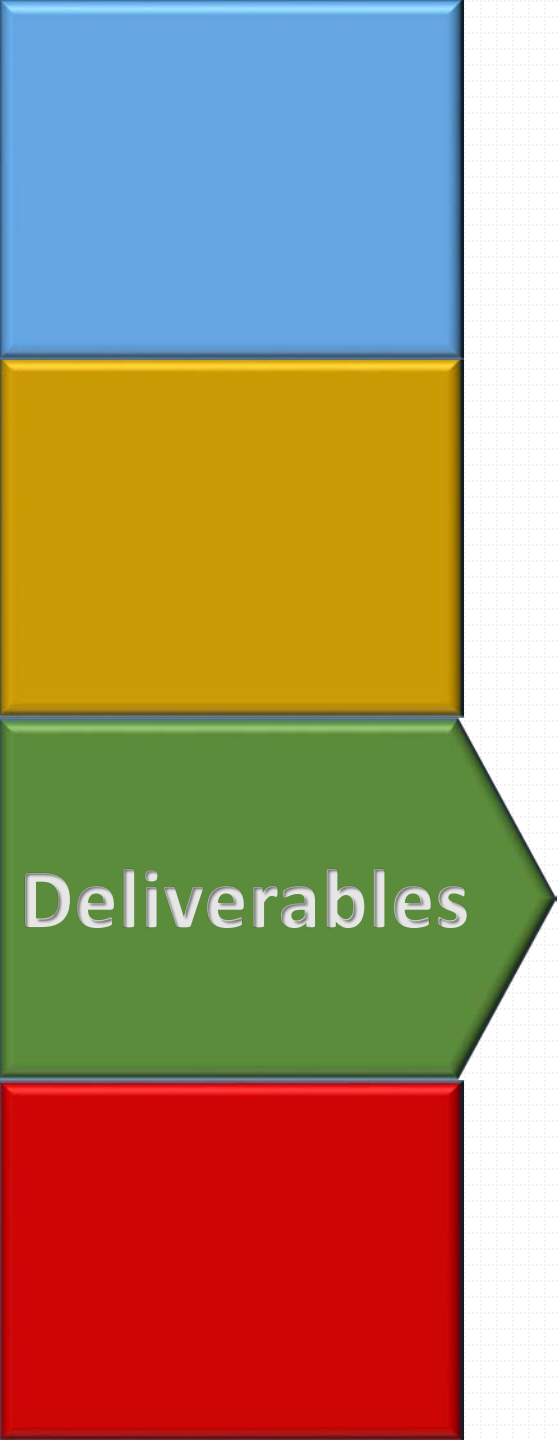


Deliverable 52

Create & Publish Tourism Research Reports

Things you won't find on SCPRT's research webpages:

- ☐ Full reports on SCPRT internal programs
- ☐ Reports based on vendor or government data that legally or contractually prevent us from publishing their data
- ☐ Full impact reports for statewide weather events (e.g. Hurricanes, The 2017 Solar Eclipse)
- ☐ Data that is tracked or owned by tourism partners

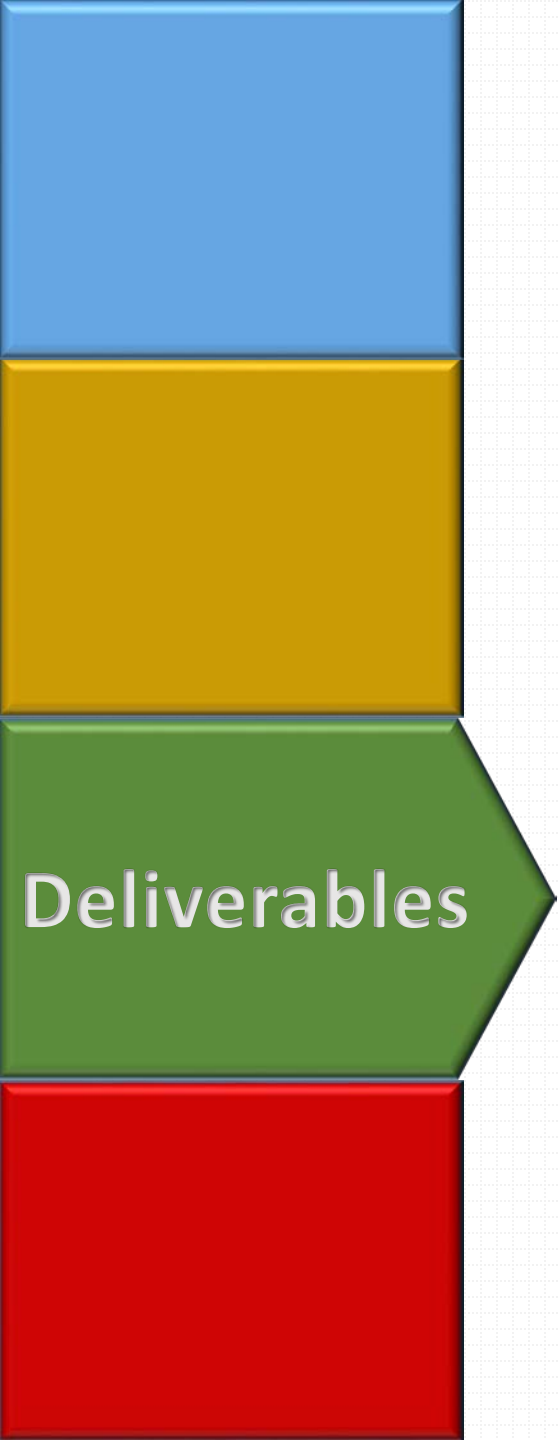


Deliverable 52

Create & Publish Tourism Research Reports

Greatest Harm: SCPRT, DMOs, and other tourism businesses and organizations use this information to gauge tourism growth trends.

SCPRT is the only entity that creates these reports so if SCPRT didn't create them they would not be available. A very few CVBs or other entities with sufficient budgets and research staff to buy and process a portion of the relevant data.



Deliverable 53

Utilize Tourism-Related Tax Collections and Statistics to Inform Agency Operations

Provided to achieve the requirements of applicable law:
S.C. Code Ann. §51-1-60. Duties and Powers of SCPRT

Primary Customer Segments

SCPRT Internal Departments
Contracted Partners (e.g. Advertising Agency)

Deliverable 53

Utilize Tourism-Related Tax Collections and Statistics to Inform Agency Operations

From:
SCPRT
Blue Sheet

Current Indicators of South Carolina Travel & Tourism

Hotel Operating Statistics

Calendar Year

Revenue per Available Room or RevPAR (Occupancy Rate x Average Daily Rate) for **January - June 2018** was \$75.35, **up 2.1%** compared to the same period of 2017. RevPAR for the full calendar year 2017 was \$73.11, **up 4.6%** compared to 2016.

	Occupancy June 2018	Occupancy Jan - Jun 2018	YTD % Change*	RevPar June 2018	RevPAR Jan - Jun 2018	YTD % Change*
United States	74.5%	65.9%	1.0%	\$98.85	\$85.29	3.8%
South Atlantic	74.8%	69.4%	0.6%	\$95.14	\$91.65	3.9%
South Carolina	76.0%	65.0%	-0.4%	\$104.38	\$75.35	2.1%

*Some of the percent change is due to sampling error.
Source: STR Inc.

Hotel Occupancy Outlook

Calendar Year

Hotel occupancy outlook for months July 2018 through November 2018 is mixed.

		Apr 2018	May 2018	Jun 2018	Jul 2018	Aug 2018	Sep 2018	Oct 2018	Nov 2018
STR Inc.	Occupancy Forecast	71.8%	68.8%	78.0%	74.3%	68.5%	64.7%	64.2%	58.2%
As of May 2018	% Change vs same month in previous year	-2.5%	-1.3%	3.7%	-1.1%	-0.8%	4.8%	-1.3%	0.9%

Source: STR Inc.

State and Regional Airport Deplanement Statistics

Calendar Year

Deplanements for **January - May 2018** were **up 9.1%** compared to the same period in 2017. Deplanements for the full calendar year 2017 were **up 7.2%** compared to 2016.

	May 2018	May 2018 vs May 2017 % Change	YTD 2018 (Jan-May)	YTD % Change
Charleston	216,571	14.0%	843,212	8.7%
Columbia	51,004	8.3%	231,323	7.0%
Greenville/Spartanburg	97,698	3.8%	427,905	6.8%
Hilton Head	2,981	-8.7%	12,130	-17.3%
Myrtle Beach	132,230	10.0%	428,400	14.8%
Total	500,484	10.1%	1,942,970	9.1%
Savannah, GA	132,999	13.0%	539,666	10.7%
Charlotte, NC	2,089,659	1.6%	9,519,392	2.0%

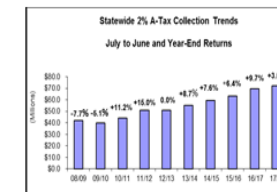
Source: SC Department of Parks, Recreation and Tourism

Current Indicators of South Carolina Travel & Tourism

State Accommodations and Admissions Tax Collections

Fiscal Year

After 12 months of FY17-18 (**business month of June-May**), state Accommodations Tax collections were \$72.0M (**up 3.6%**). Due to a computer system upgrade at SCDOR, Admissions Tax collections and Admissions Tax collections from Golf are unavailable at the time of this report.
(Note: Percent change in FY17-18 is versus same time period in previous FY.)



Source: SC Department of Revenue



State Park Operating Statistics

Fiscal and Calendar Years

Occupancy in FY17-18 for campsites was **up 10.3%** and cabins were **down 4.1%** compared to the same period in FY16-17. Golf rounds were down **8.5%** for **January-June 2018** compared to the same period in 2017.

	Jan-Jun CY2018	% Change	Jul-Jun FY17/18	% Change
Occupancy				
Campsites	47.2%	15.5%	45.3%	10.3%
Cabins	59.2%	3.0%	58.3%	-4.1%
Golf Rounds	16,812	-8.5%	34,573	-2.9%
Stay Nights/Day	223,793	14.7%	436,370	9.1%

Source: SC Department of Parks, Recreation & Tourism - State Park Service

Employment

Calendar Year

Leisure and hospitality employment was **7.1%** in **June 2018** (P) compared to the same period in 2017.

	Jobs May 2018	% Change May 2018 vs. May 2017	Jobs Jun 2018 (P)	% Change Jun 2018 vs. Jun 2017 (P)
Total Nonfarm	2,137,300	1.9%	2,145,500	2.1%
Total Private	1,766,300	2.3%	1,778,400	2.3%
Total Leisure & Hospitality	268,800	4.7%	280,500	7.1%
Art, Entertainment and Recreation	32,900	11.9%	38,000	23.4%
Accommodations	32,300	-1.2%	34,000	2.4%
Food Service & Drinking Places	203,600	4.8%	208,500	5.4%

Source: US Department of Labor: Bureau of Labor Statistics
Important notes: (P) indicates preliminary estimates. Not all Leisure and Hospitality jobs are supported by tourism. Alternately, Tourism Employment, as estimated annually in tourism economic impact models used by SCPRT, includes jobs across all sectors of the economy, but only those supported by tourism.

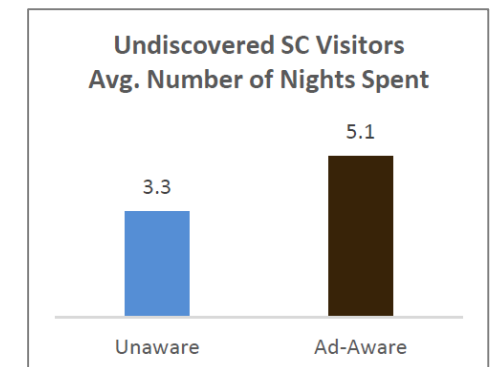
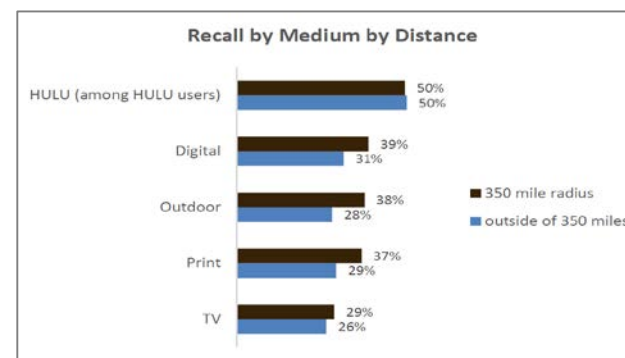
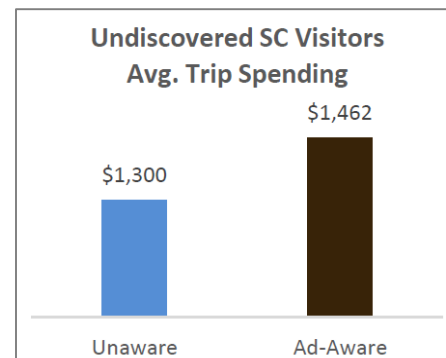
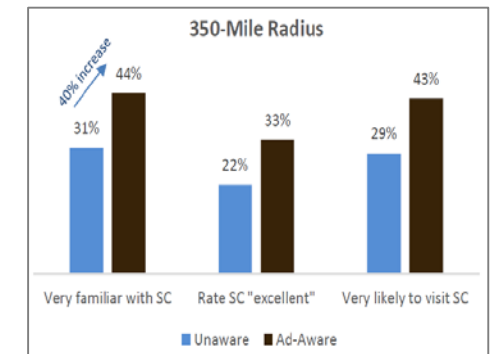
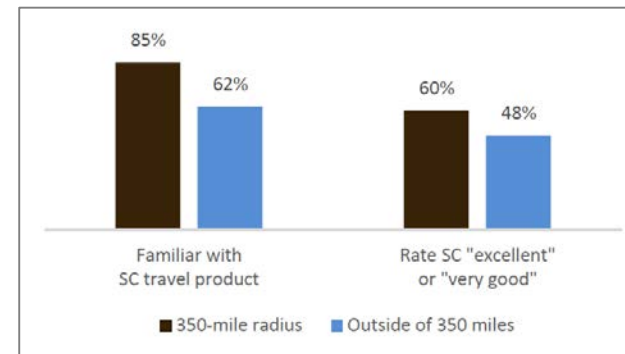
Deliverable 53

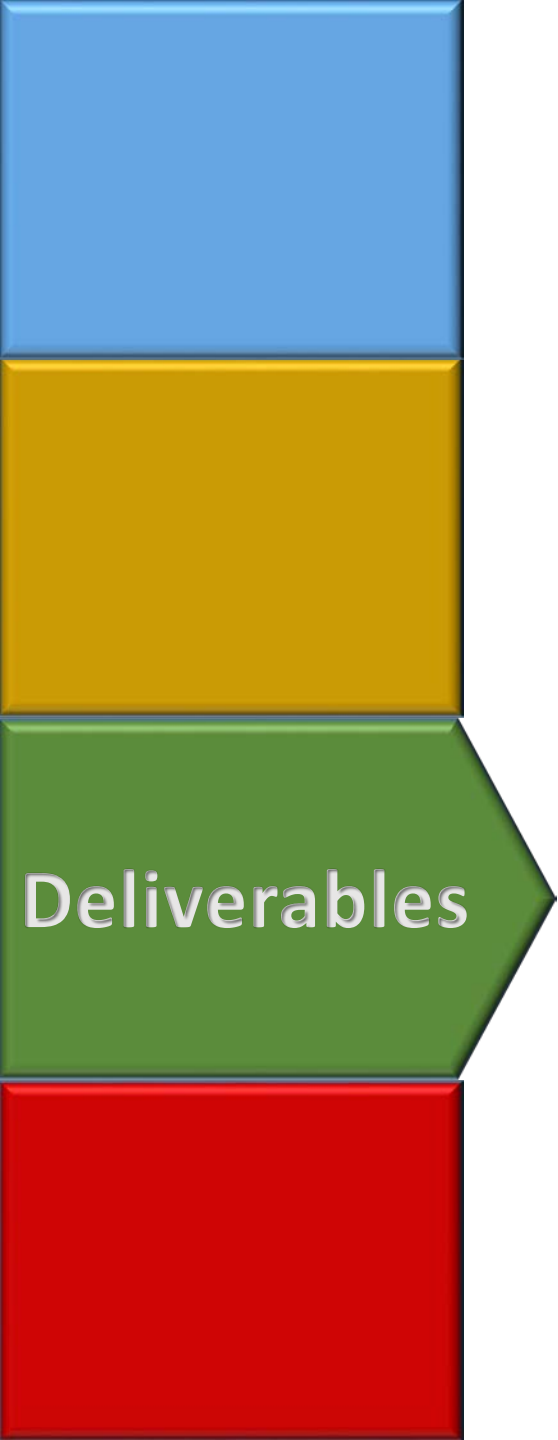
Utilize Tourism-Related Tax Collections and Statistics to Inform Agency Operations

From: *Fiscal Year 2016-17 Advertising Effectiveness Research*

Deliverables

	Spring 2014 Report	Spring 2015 Report	FY 2015-16	FY 2016-17
*HHs	9,961,687	11,325,873	57,907,967	58,118,032
Ad Awareness	32%	54%	50%	49%
Ad Aware HHs	3,205,136	6,168,502	28,689,305	28,622,232
Media Buy	\$2,601,021	\$1,916,017	\$4,014,908	\$4,363,674
Cost per Aware HH	\$0.81	\$0.31	\$0.14	\$0.15





Deliverable 53

Utilize Tourism-Related Tax Collections and Statistics to Inform Agency Operations

From: *2015 Welcome Center Focus Groups* Report

Overall Reaction

Generally speaking, the redesigned welcome center was well liked by all the groups. There certainly were differences in terms of both how the center was introduced to participants as well as in the context of their past experience. The group with the least welcome center experience who were given a guided tour of the facility and its amenities found it the nicest. Those with more experience were less effusive, but were nonetheless quite favorable.

The overall driving force of the improved appeal was seemingly driven by the feeling of openness and how bright and clean the place looked. Newness and new furniture were drivers – as well as comparative experience, including past visits to this center. Respondents saw as positives that they could see themselves using the free Wi-Fi, charging stations, weather reports, and coupons and deals.

Interestingly, and importantly, what was not noticed was how the barrier had been removed between the visitor and counselors by taking the staff out from behind a desk and forcing more interaction. While this is a significant operation change, and may engender significantly more engagement, it is not necessarily one that is noticed by the customer in an evaluation. Rather, it may simply make for a better, more productive experience, which can lead to longer stays and higher spending. Regardless, this significant change was not noticed.

Comparative Set

It is important to understand the perspective of the respondents and to what they were comparing the remodeled center. After much discussion about how they use welcome centers and how this one compares, it became evident that there was potentially some misunderstanding. Upon probing it became clear that there were three potential types of comparative facilities:

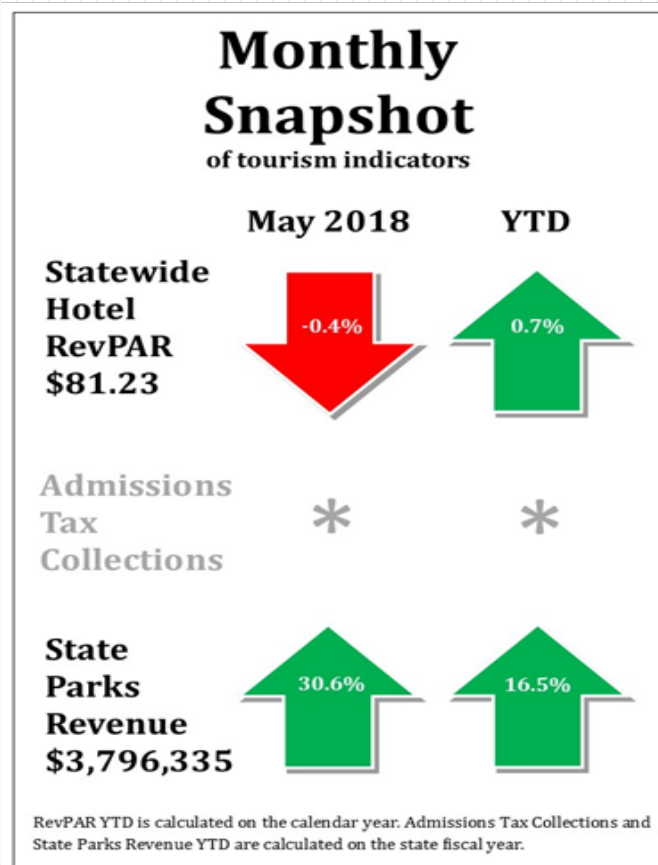
- **Rest Stops:** In general it seems reasonable to conclude from these sessions that respondents were using the notion of rest areas and welcome centers interchangeably. In fact with the first group (who were the most positive), many had not actually been to a welcome center and would use it as a rest area. With this

Deliverable 53

Utilize Tourism-Related Tax Collections and Statistics to Inform Agency Operations

From: *South Carolina Tourism Today* Newsletter

Deliverables



	May 2018	May 2018 vs May 2017 % Change	YTD 2018 (Jan-May)	YTD % Change
Charleston	216,571	14.0%	843,212	8.7%
Columbia	51,004	8.3%	231,323	7.0%
Greenville / Spartanburg	97,698	3.8%	427,905	6.8%
Hilton Head	2,981	-8.7%	12,130	-17.3%
Myrtle Beach	132,230	10.0%	428,400	14.8%
TOTAL	500,484	10.1%	1,942,970	9.1%
Savannah/ Hilton Head	132,999	13.0%	539,666	10.7%

	2018		
	August	September	October
Statewide Occupancy Percentage Forecast	68.5%	64.7%	64.2%
Percent Change v. Same Month in Previous Year	-0.8%	4.6%	-1.3%

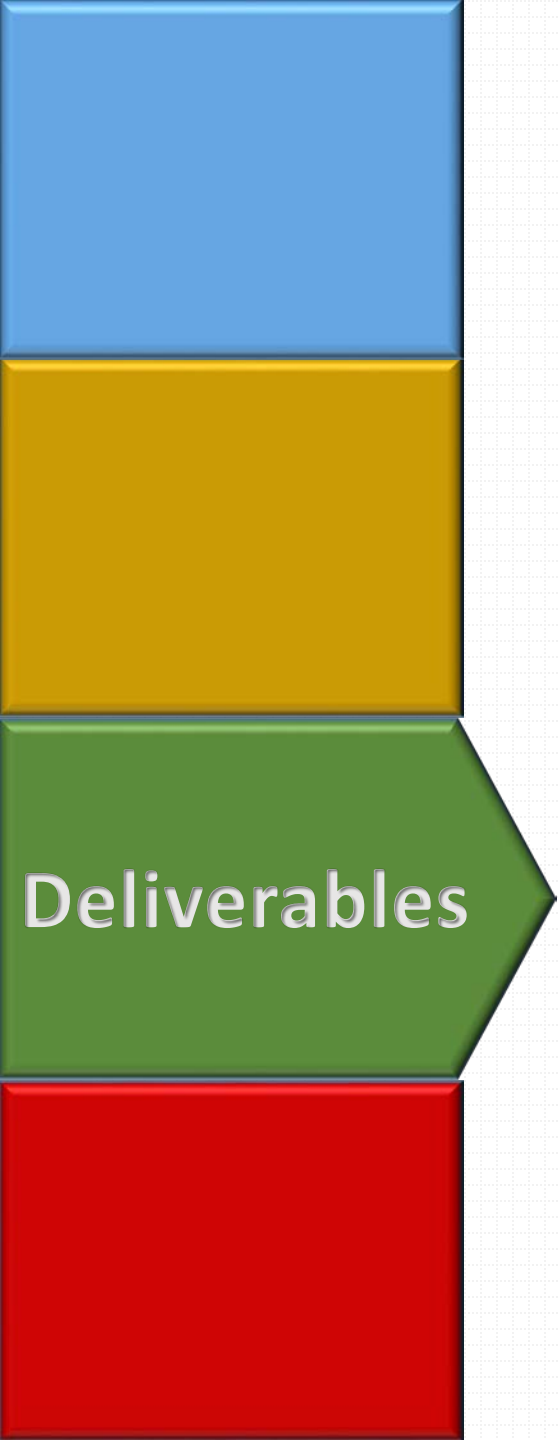
Deliverable 53

Utilize Tourism-Related Tax Collections and Statistics to Inform Agency Operations

From: *2018 TourismEconomics Data*

Estimates of Overnight International Visitors to South Carolina				
(Thousands)				
Country of Origin	CY2015	CY2016	CY2017	% Chg CY2017 vs CY2016
Canada	491	425	430	1.1%
Germany	25	25	30	18.5%
United Kingdom	23	23	23	-2.6%
Japan	18	20	21	3.7%
China	13	15	16	12.2%
France	13	12	11	-9.0%
Mexico	10	10	11	5.1%
Mexico	10	10	11	5.1%
South Korea	7	7	10	37.7%
Italy	7	8	8	5.6%
India	6	7	7	2.9%
Spain	6	6	6	6.9%
Netherlands	6	6	6	0.2%
Sweden	4	5	6	23.1%
Australia	5	5	5	1.2%
Brazil	6	5	4	-10.6%
Switzerland	4	4	4	-6.9%
Ireland	3	4	3	-2.4%

Deliverables

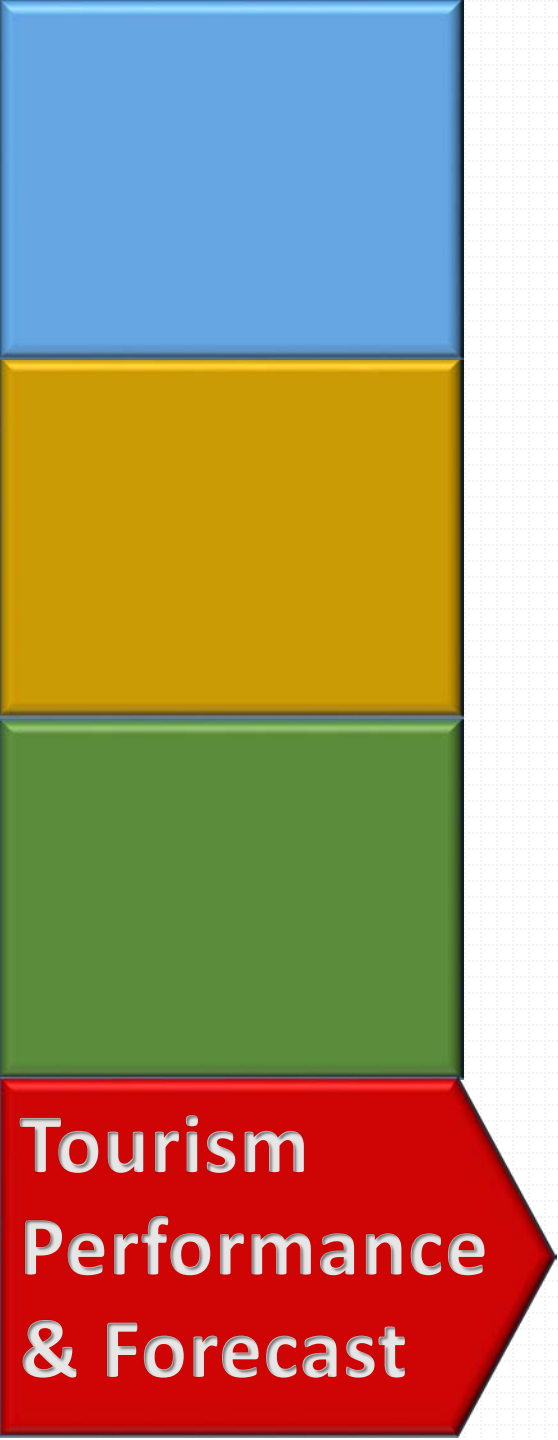


Deliverable 53

Utilize Tourism-Related Tax Collections and Statistics to Inform Agency Operations

Greatest Harm: SCPRT uses this data to ensure that it's programs are performing at their maximum and that the agency is appropriately serving the state's tourism industry and citizens.

Without this data SCPRT would be unable to evaluate its performance of these responsibilities.



Section 3: SC Tourism Performance and Forecast

US Economic Growth

US Economic Indicators are currently very strong

❑ Stock market – Growth from Mar '09 to Aug '18:

- ❑ S&P 500 up 320%
- ❑ Dow Jones up 290%
- ❑ Nasdaq up 520%

❑ Housing – Demand has nearly erased existing supply

- ❑ 2018 prices are much higher than previous peak in 2006
- ❑ New construction starting up late, +7.8%, Jan-June 2018

❑ U-3 Unemployment – Just 3.9% in July 2018.

- ❑ May U-3 level of 3.8% was an 18 year low.
- ❑ High school dropout unemployment of 5.1% for July was lowest ever, down from 15.6% in 2009.

**Performance
Measures**



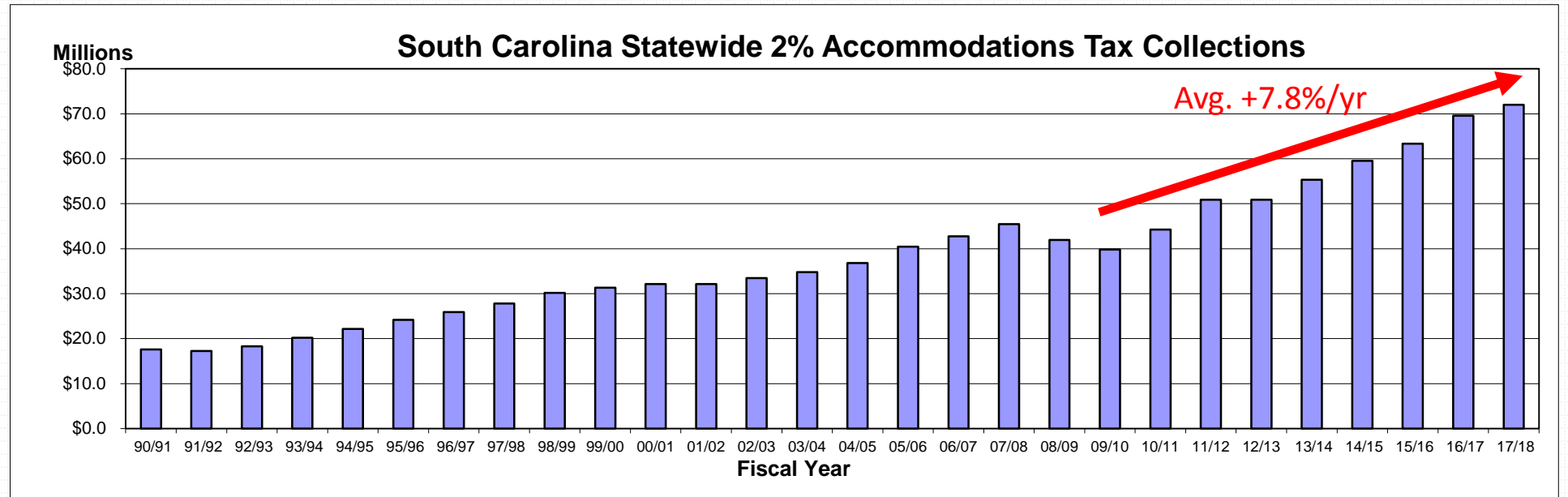
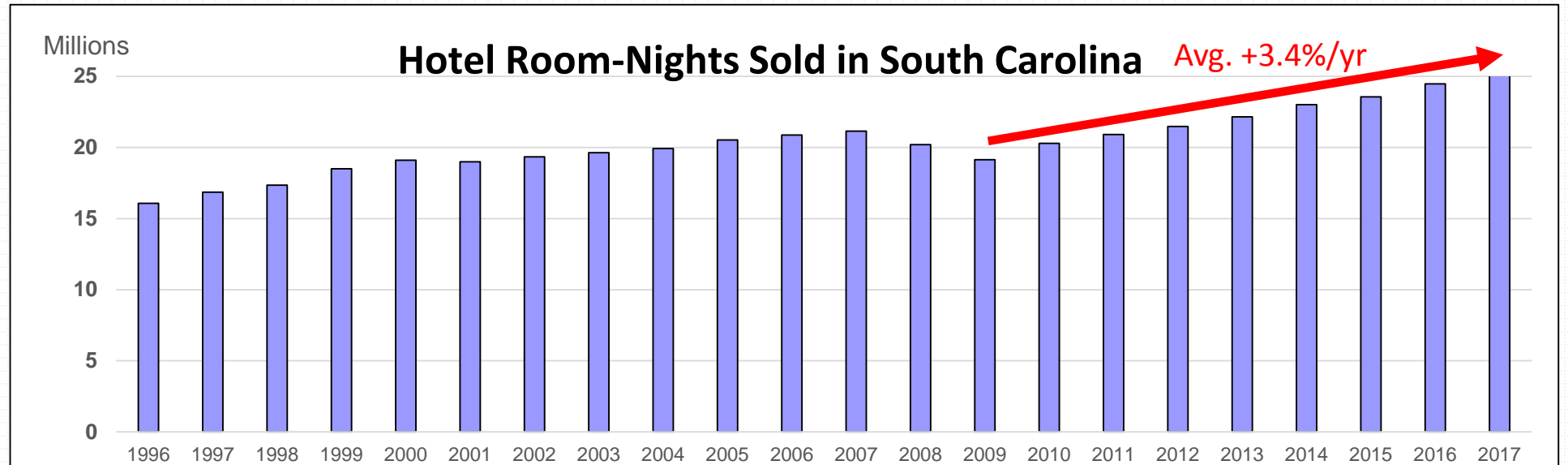
US Tourism Growth

US tourism growth has been strong and consistent since the Great Recession:

- ❑ 101 consecutive months of growth in hotel room-nights sold (2nd longest in STR Inc. historical records)
- ❑ Domestic traveler spending in the US has grown an average of 4.9% every year since 2009

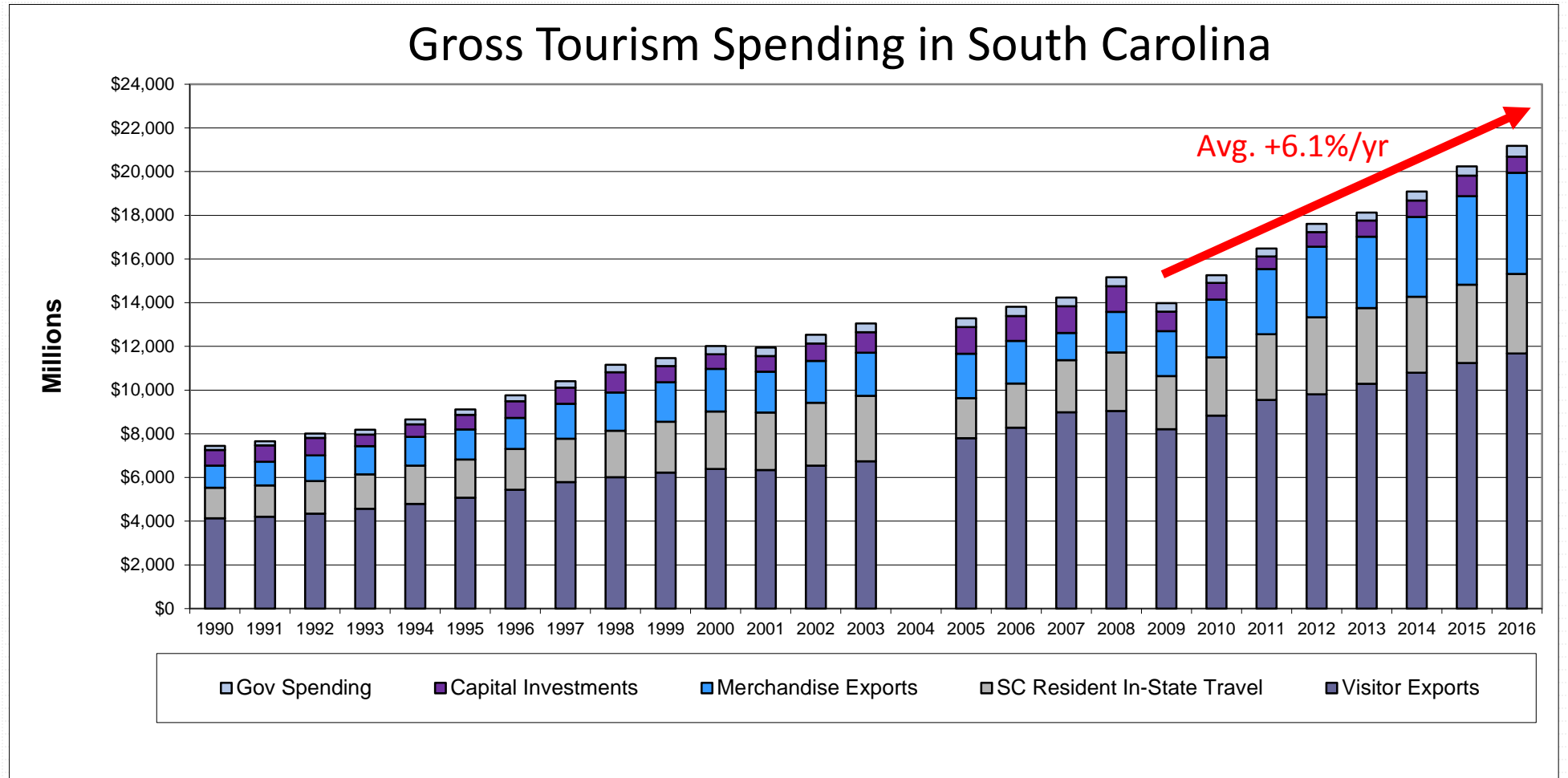
**Performance
Measures**

Growth in SC Tourism



Performance
Measures

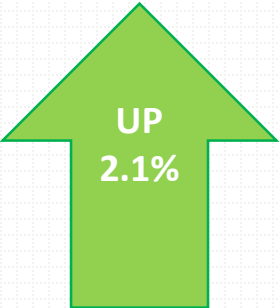
Growth in SC Tourism



Performance
Measures

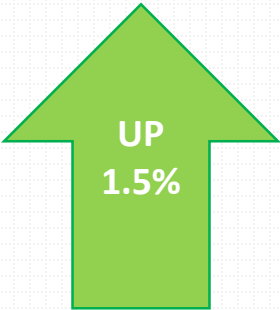
Tourism in South Carolina, 2018

Hotel RevPAR



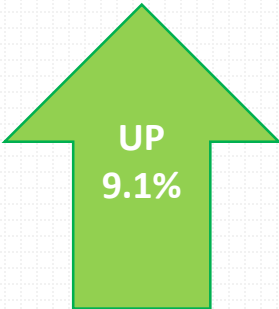
Jan-July 2018

Hotel Room-Nights Sold



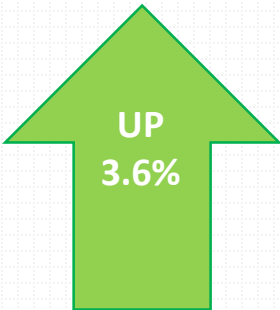
Jan-July 2018

Airport Deplanements



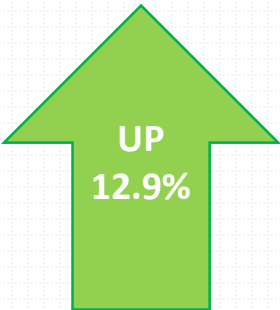
Jan-May 2018

2% Accommodations
Tax Collections



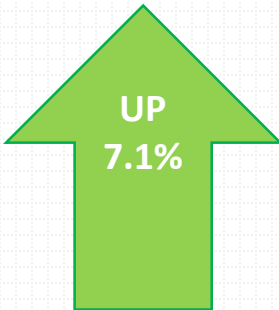
FY2017-2018

State Parks
Revenue



FY2017-2018

Spending on Visa Cards
in SC by Int'l Visitors



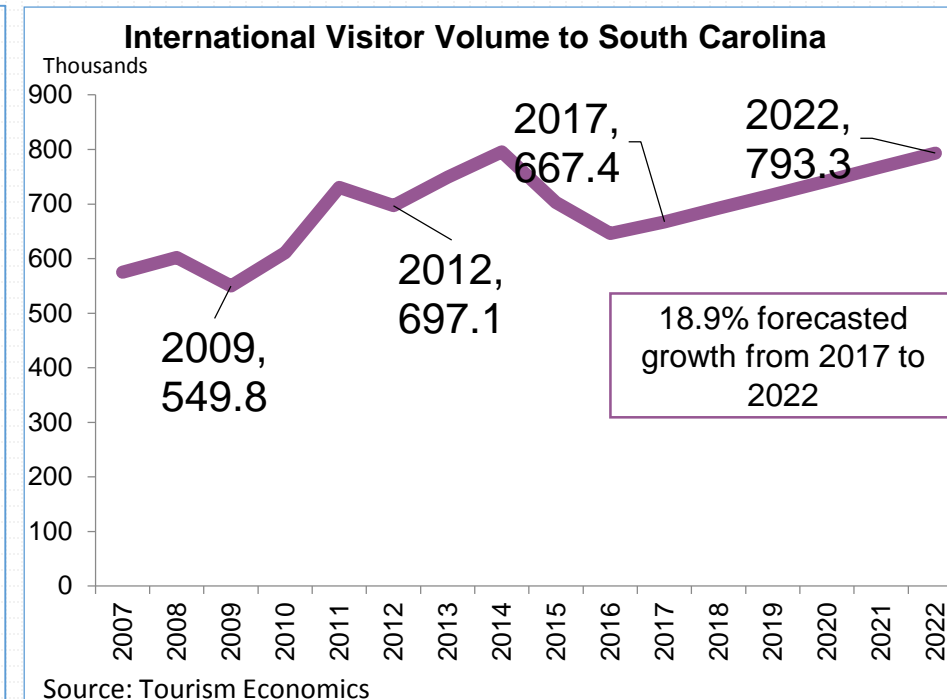
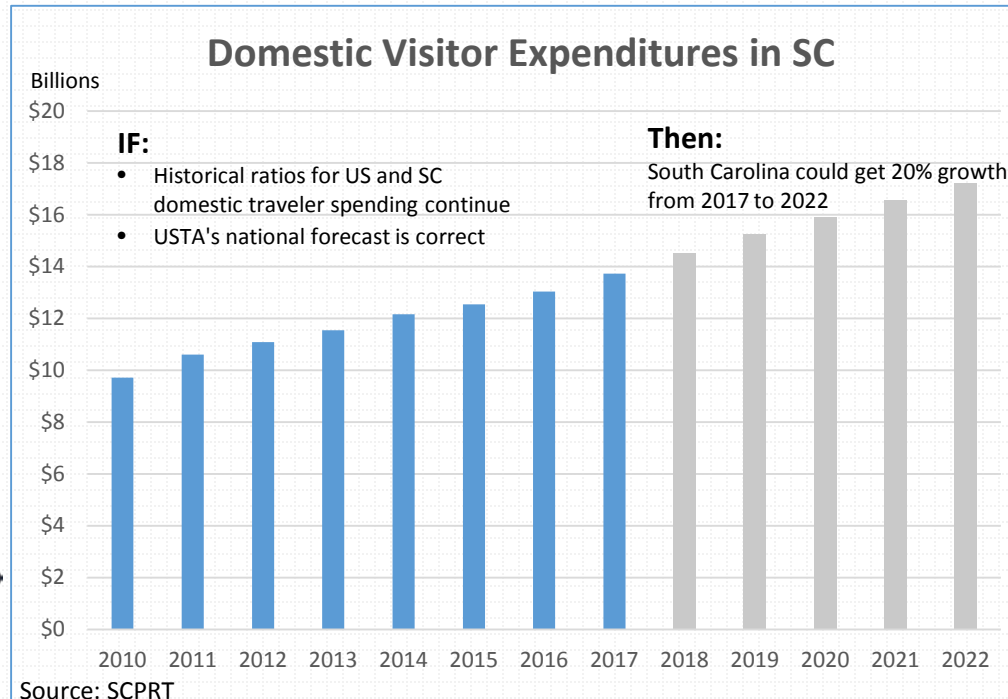
Jan-June 2018

Performance
Measures

South Carolina Tourism Forecast

Barring unforeseen collapse, US economic fundamentals suggest several more years of economic growth;

- ❑ Economy and jobs are hot but not overheating.
- ❑ Inflation seems to be under control currently.
- ❑ Tourism will likely continue to benefit.



Performance
Measures

Questions

???

Performance
Measures