

COVID-19

Impact on South Carolina's Tourism Industry

Duane Parrish

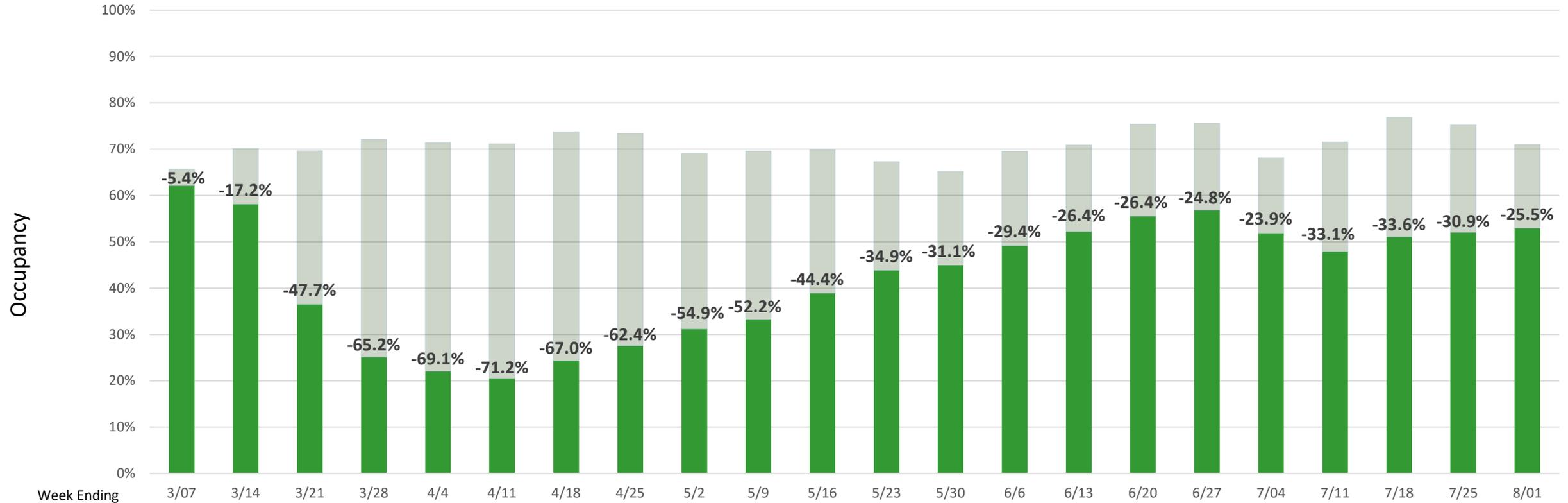
Director

SC Dept. of Parks, Recreation & Tourism



SC Hotel Occupancy & Percent Change

Weekly: 3/07 – 8/01

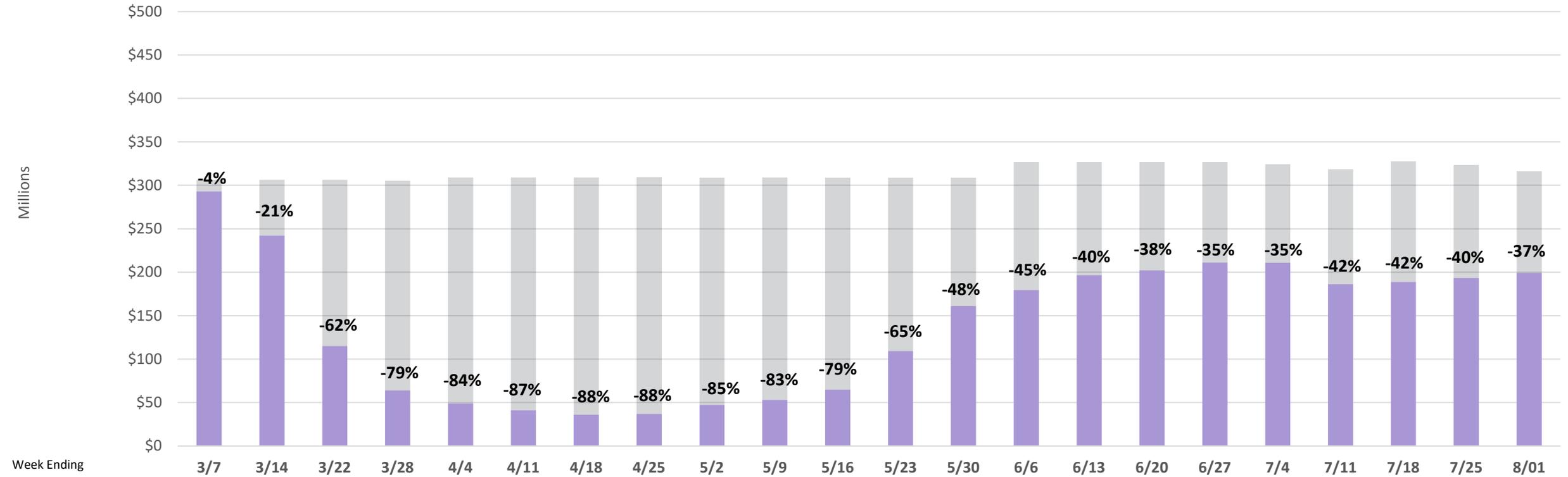


Note: Dark green bars represent weeks in 2020. Light green bars are weeks in 2019.

SC Tourism Revenue & Percent Change

Weekly: 3/07 – 8/01

Estimated South Carolina Tourism Revenue and Percent Change by Selected Week in 2020



Note: Dark purple bars represent weeks in 2020. Light purple shaded bars represent weeks in 2019

Number of Leisure & Hospitality Jobs in SC

February - June 2020

 State						% Change	% Change
	Feb. 2020	Mar. 2020	Apr. 2020	May-20	June 2020 (P)	Feb-June	June 2019-June2020
South Carolina	2217.1	2,197.7	1,921.8	1,986.9	2,059.4	-7.1%	-5.8%
Construction	109.9	109.0	102.7	106.9	108.3	-1.5%	1.7%
Manufacturing	258.2	258.4	244.9	244.8	247.4	-4.2%	-4.3%
Trade, Transportation & Utilities	410.2	408.7	376.6	388.2	400.1	-2.5%	-1.8%
Financial Activities	104	103.4	100.0	102.1	102.9	-1.1%	-1.6%
Professional & Business Services	305.4	303.8	264.9	268.2	281.9	-7.7%	-5.4%
Education & Health Services	259.7	258.3	228.5	238.3	244.7	-5.8%	-5.3%
Leisure & Hospitality	281.7	267.7	139.9	176.7	206.3	-26.8%	-23.3%
Government	376.6	377.6	363.2	357.0	357.2	-5.2%	-4.0%

Source: Bureau of Labor Statistics

Projected SC Tourism Revenue

2020

	CY2019 Estimated	CY2020 Projected	2020 vs 2019 % Change
Domestic Visitors Travel Spending	\$16.5B	\$9.9B	-40%
International Visitors Travel Spending	\$930M	\$90M	-90%
State & Local Government Spending on Tourism	\$530M	\$213M	-60%
Tourism-Related Capital Investment	\$910M	\$544M	-40%
Exports of Manufactured Tourism Merchandise	\$5.7B	\$1.4B	-75%
Total Gross Tourism-Related Spending	\$24.5B	\$12.2B	-50%

Impact on Consumer Travel Sentiment

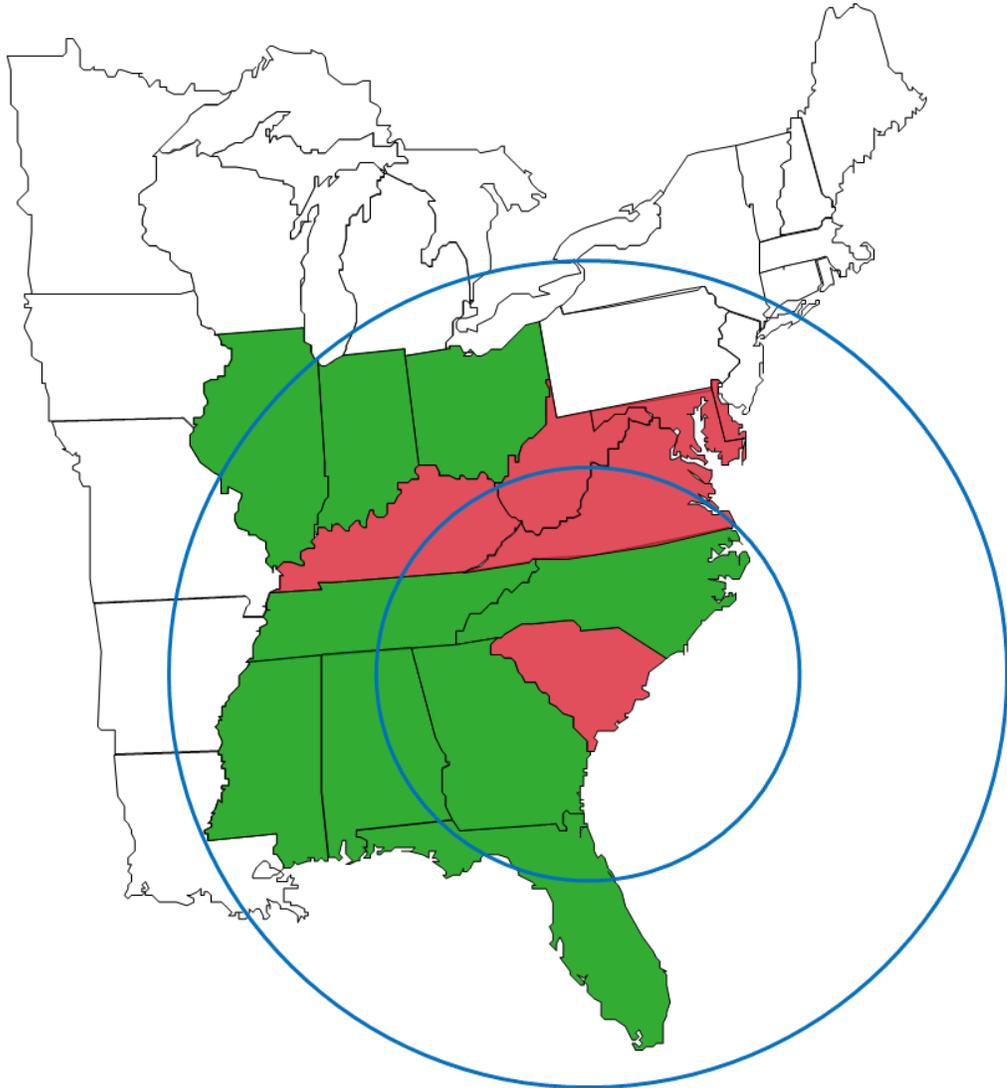


Nearly half of all Americans cancelled a planned trip due to COVID-19

44% reduced their travel plans as a result of the virus, with many changing from a fly-in to a drive-in destination

The status of COVID-19 and economic concerns are two primary factors that will influence consumer travel decisions in the short term

Statewide Recovery Marketing



Approximately 88% of South Carolina's domestic visitors arrive by car

COVID-related travel cancellations or reductions have yielded pent-up demand for travel

An overwhelming percentage of consumers plan to travel by car for their first trip within the next six months

SCPRT's Tourism Recovery Marketing focuses on consumers within a 350-mile radius and utilize easily adaptable media placements

Statewide Recovery Marketing

Phase One

Maintaining Consumer Awareness



Statewide Recovery Marketing

Phase Two

Resuming Active Consumer Engagement



Statewide Recovery Marketing

Phase Two Resuming Consumer Engagement



CARES Act Funding Requests

Tourism Economics forecasts that it may take between **one to three years** for visitor spending to return to pre-COVID levels.

How quickly South Carolina's **\$24 Billion Tourism Economy** recovers depends on the actions we take to aid this recovery.

SCPRT is requesting \$10,000,000 for Statewide Recovery Marketing and \$30,000,000 to use as Recovery Marketing Grant Funding for the state's five major destinations.

Activity	Amount
SCPRT Statewide Recovery Marketing	\$10,000,000.00
Major Destination Recovery Marketing Grants (Myrtle Beach, Charleston, Hilton Head Island, Greenville, Columbia)	\$30,000,000.00

South Carolina
Just right.

