

COVID-19

South Carolina's Tourism Industry Impact & Recovery

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Pre-COVID-19 Tourism in SC

Generates \$24 Billion in Spending

- Out-of-State Visitor Spending
- International Visitor Spending
- SC Resident Spending
- Capital Investment
- Manufacturing
- Government Spending

Accounts for 1 in 10 Jobs Statewide

Employs Approximately 214,000 South Carolinians

Generates \$1.8 Billion in State & Local Taxes

- Sales Tax
- Statewide Accommodations Tax
- Local Accommodations Tax
- Fuel Tax
- Income Tax
- Property Tax
- Admissions Tax
- Hospitality Tax

Pre-COVID-19 Tourism in SC

**2019 marked South Carolina's
7th Consecutive Year of Record Tourism Growth**



+2.0%
Hotel Room
Nights Sold



+4.8%
Admissions Tax
Collections



+10.2%
State Parks
Revenue

**Based on pre-COVID-19 performance, 2020 was projected to bring
another record year of tourism growth for South Carolina.**

A National Perspective of COVID-19's Impact on Tourism

Since the beginning of March, the COVID-19 pandemic has resulted in \$195 billion in direct revenue losses for the U.S. travel economy.

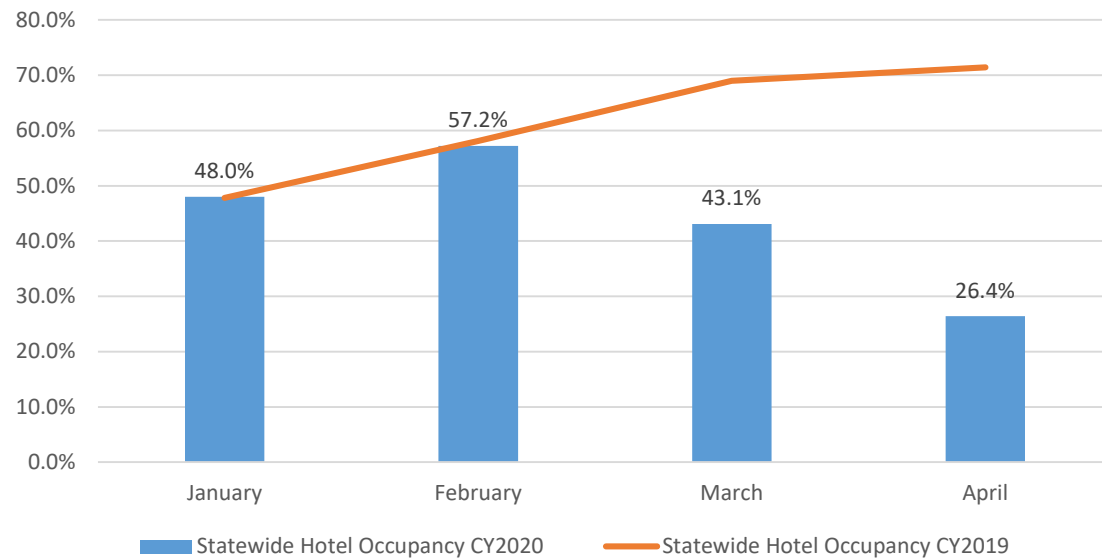
While the economy is in the midst of a recession, the travel industry is already in a depression.

Overall travel industry employment reached 51%, twice the rate of the worst year of the Great Depression.

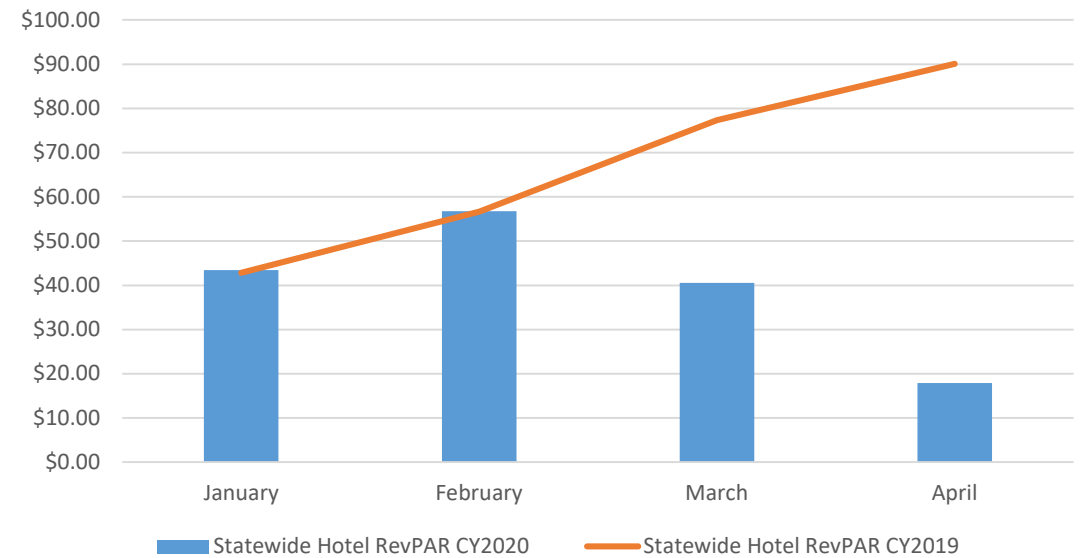
SC Hotel Occupancy & RevPAR

Comparison of 2020 & 2019

Statewide Hotel Occupancy
2020 v. 2019

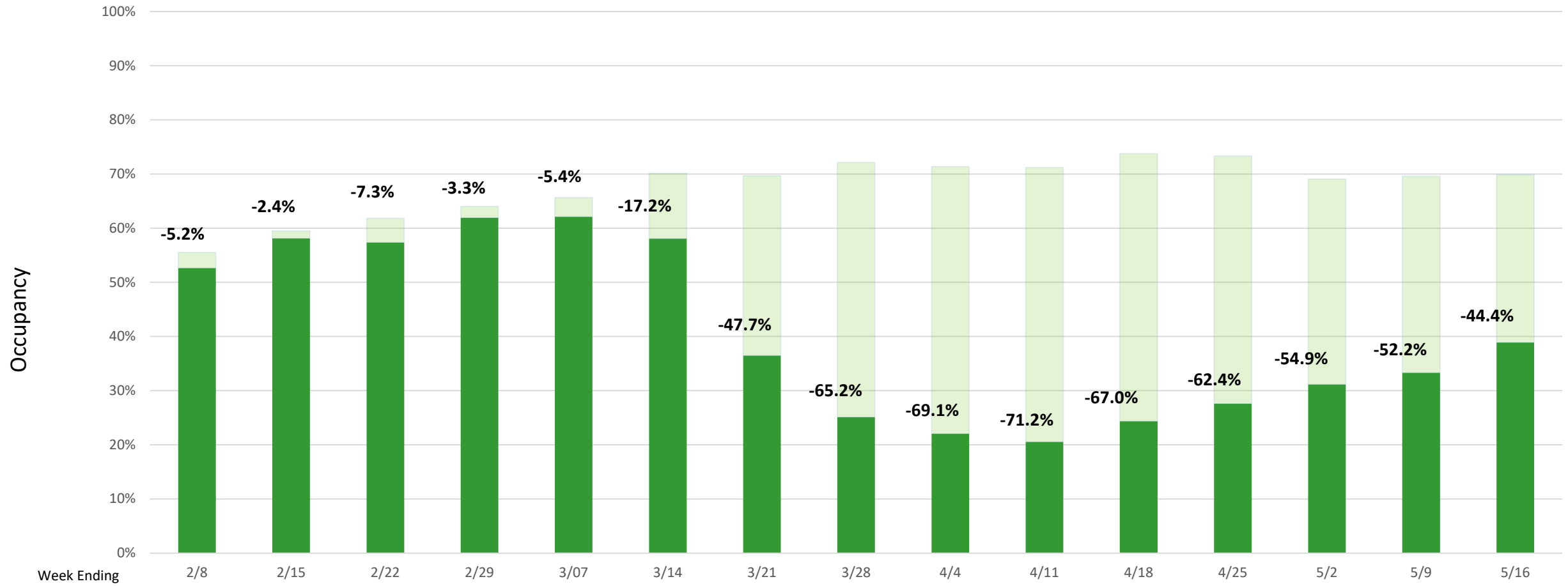


Statewide Hotel RevPAR
2020 v. 2019



SC Hotel Occupancy & Percent Change

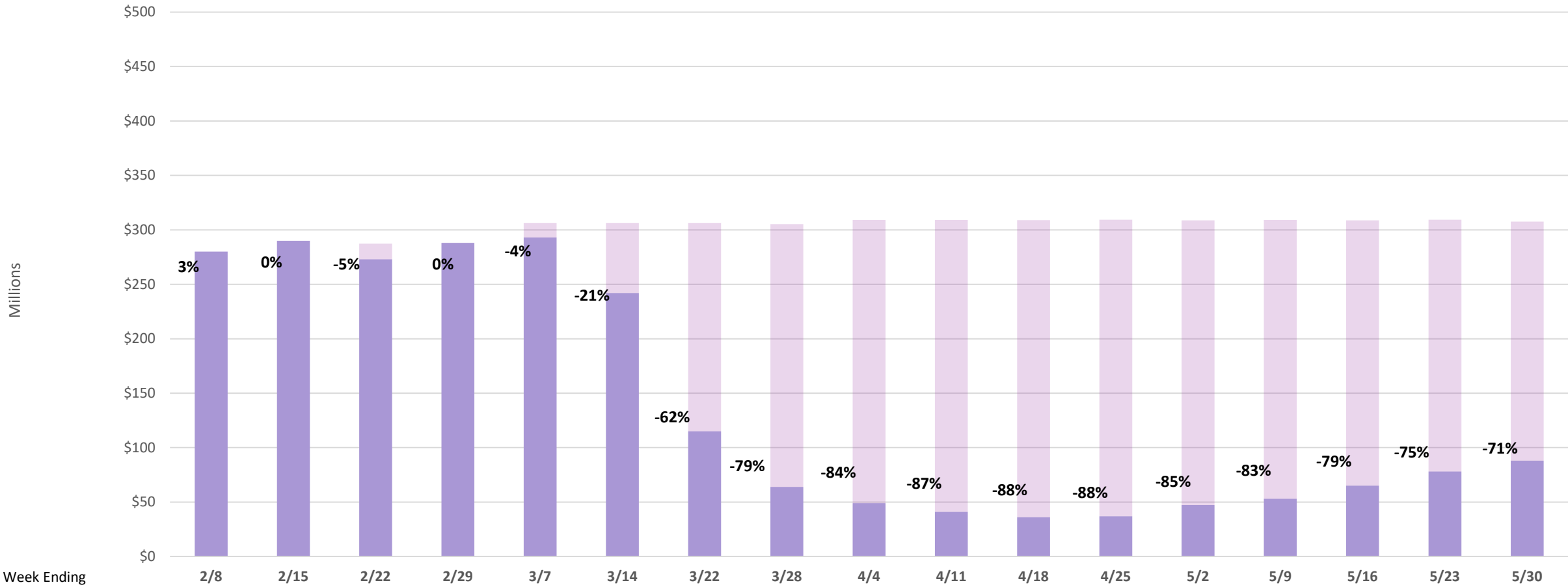
Weekly: 2/8 – 5/16



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

SC Tourism Revenue & Percent Change

Weekly: 2/8 – 5/30

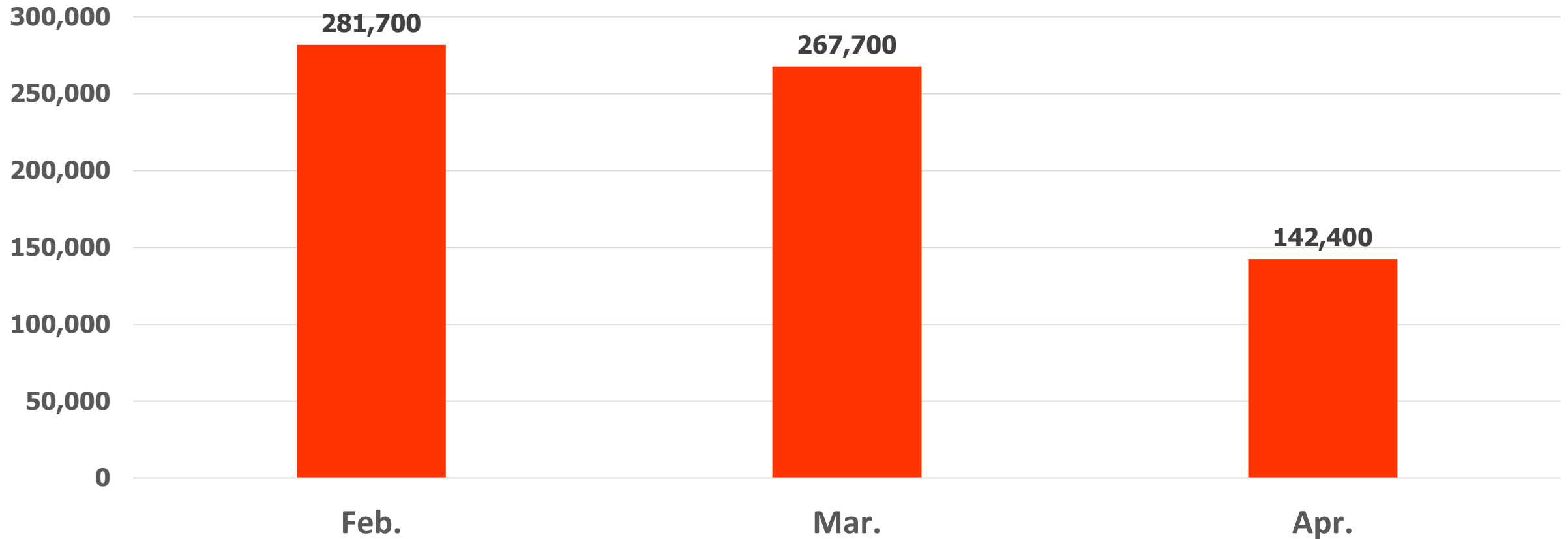


Note: Dark purple bars represent weeks in 2020. Light purple shaded bars represent weeks in 2019

Leisure & Hospitality Job Loss in SC

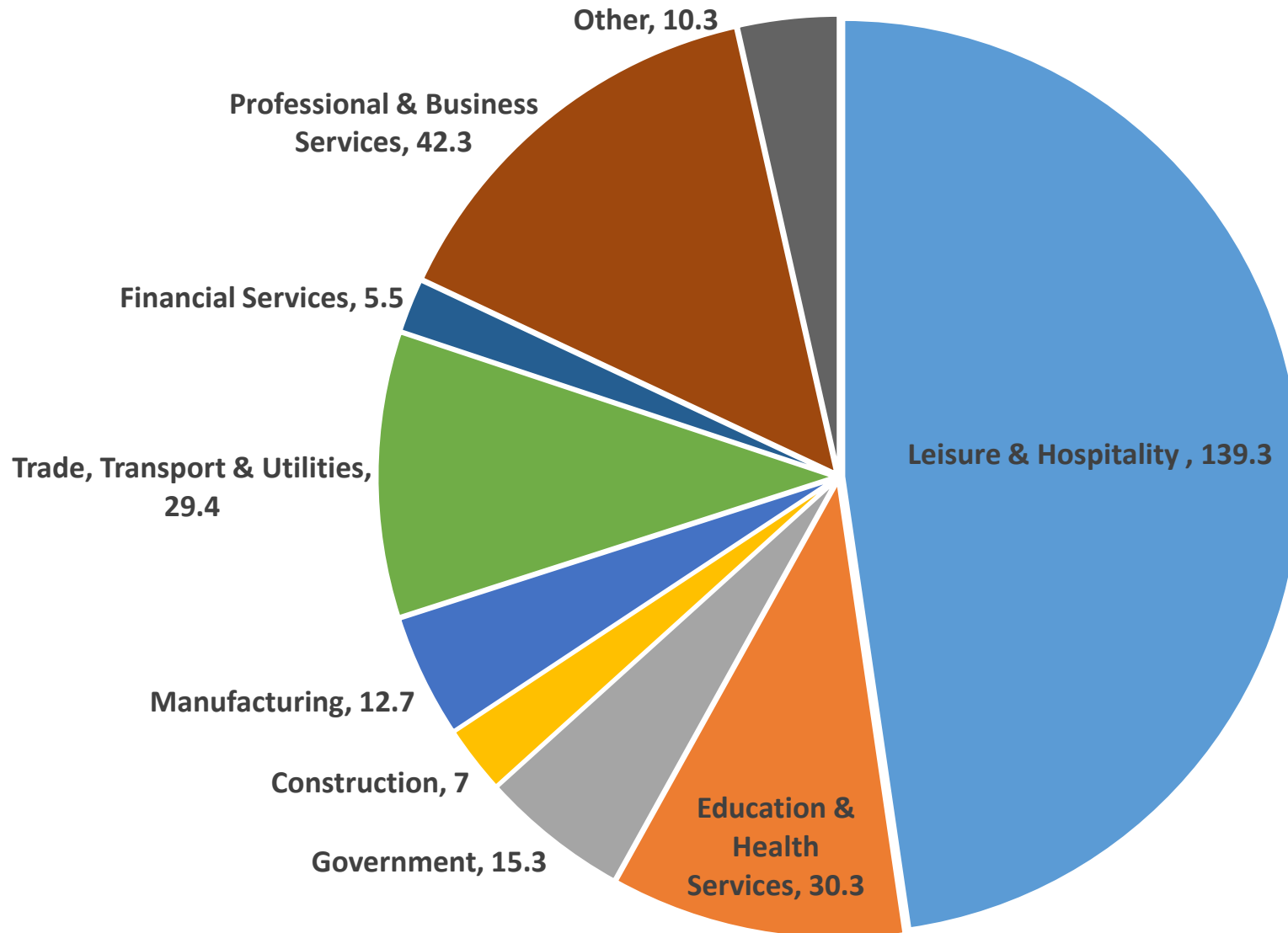
February - April 2020

Leisure & Hospitality jobs **decreased by 50%** in South Carolina from February to April 2020.



Leisure & Hospitality Job Loss in SC

February - April 2020



The loss of **139,300** Leisure & Hospitality jobs accounts for **47.7%** of the total job loss in SC.

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

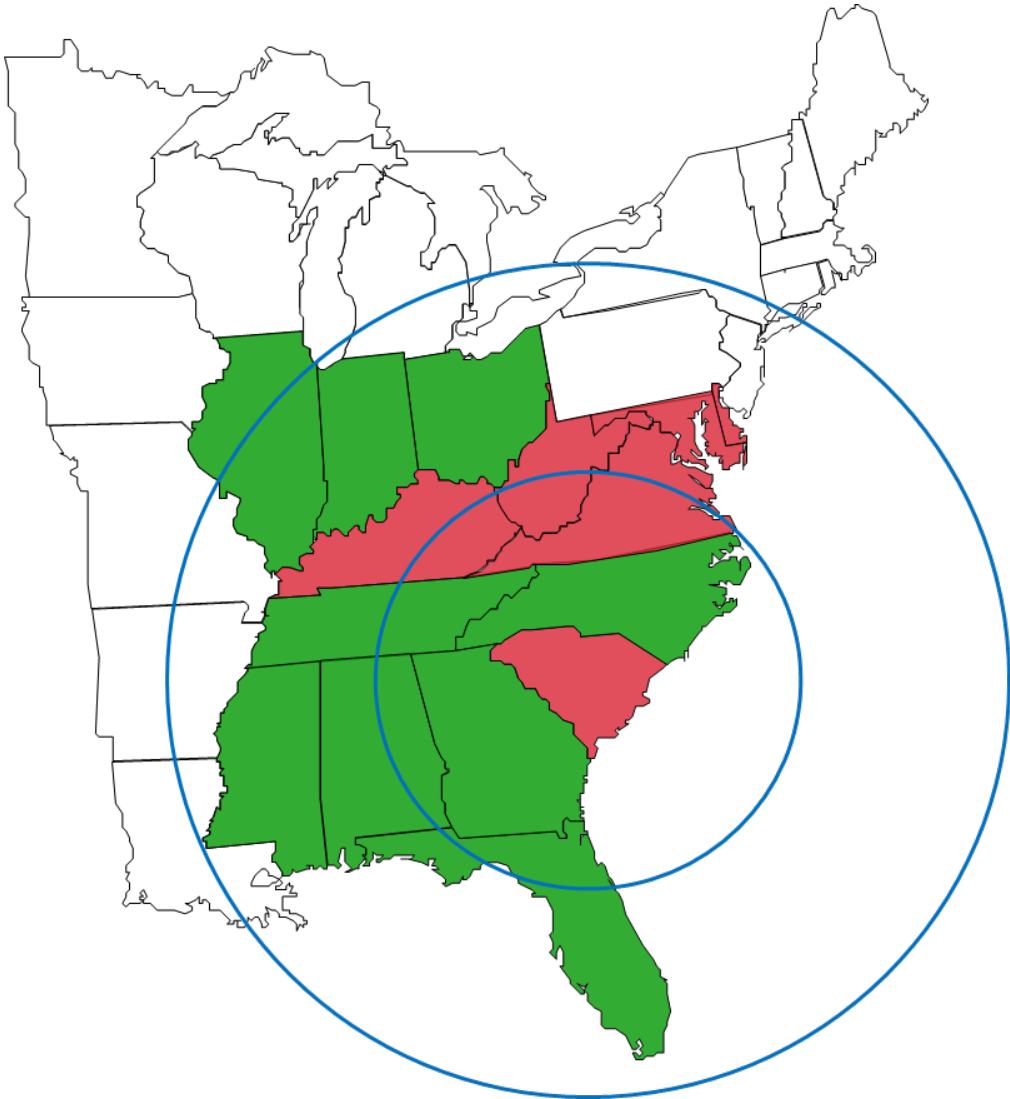


Nearly half of all Americans cancelled a planned trip due to COVID-19

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 as 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

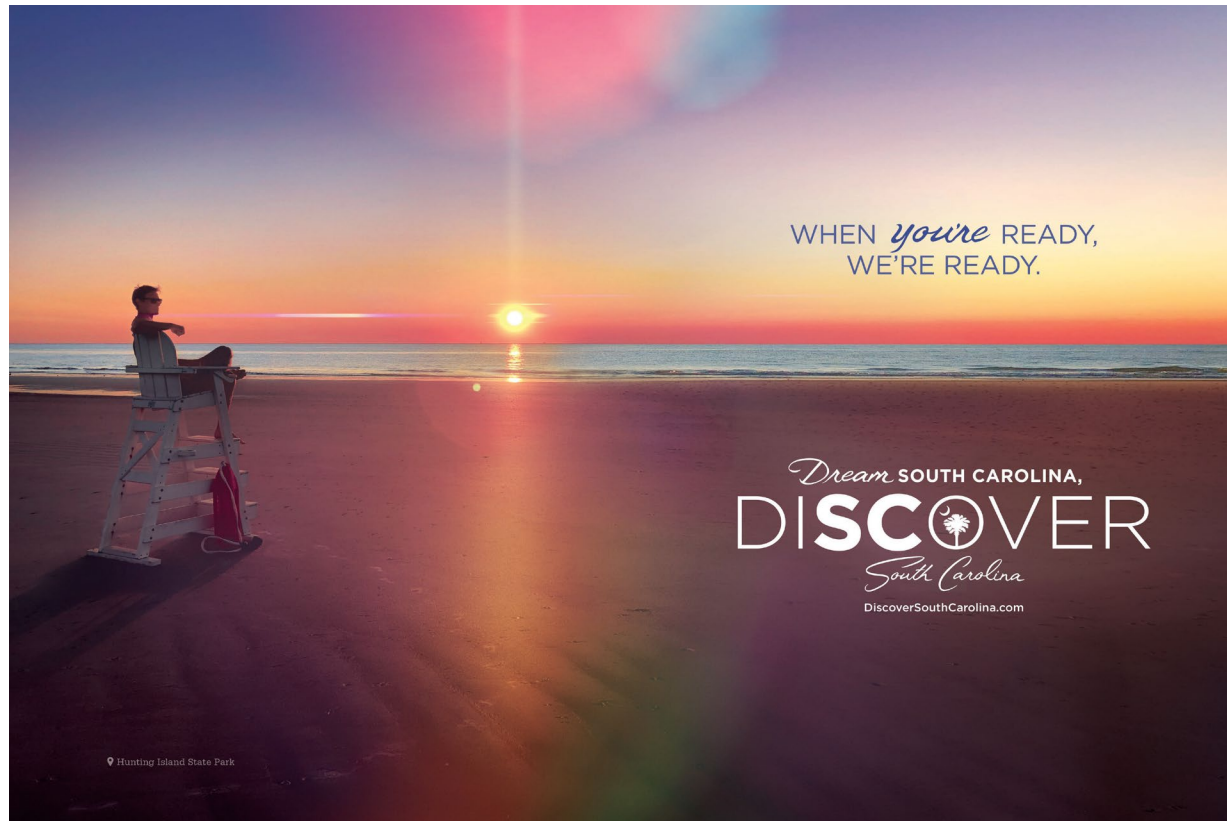
Phase Two

Resuming Active Consumer Engagement



Statewide Recovery Marketing

Phase Two Resuming Consumer Engagement



Helping SC Get Back to Work



RESPONSE

PROTECTION

GOVERNANCE

RESOURCES

INFORMATION

Helping SC Get Back to Work

Restaurant, Hotel and
Golf Course Guidance

Guidelines for Re-opening
Attractions

Guidelines for Re-opening
Athletic Fields and
Resuming Youth Sports
Events

Guidelines for Re-opening
Bowling Alleys and
Motorsports Facilities

Guidelines for Re-opening
Movie Theaters and
Performing Arts Venues

Interim Guidelines for Re-
opening Day Camps

Helping SC Get Back to Work



Final Report and Recommendations

May 28, 2020

Tourism-related Recommendations

Recommendation 6: Careful consideration to be given to providing appropriate funding for tourism advertising and possible plans for increased traffic or diversification in offerings in our state's airports.

Recommendation 26: Amending SC Code 6-1-530 – 730 with an appropriate sunset provision to permit municipalities the flexibility on spending hospitality and accommodations taxes on general fund purposes after funding recurring expenses and bonded debt.

What's Next?

State will continue to monitor COVID-19 cases

SC General Assembly to review Governor's Recommendations for CARES Act Funds (mid-June)

SC General Assembly to take up the FY 21 Budget and adjust as needed to changing economic circumstances (September)

SCPRT will continue recovery marketing efforts and monitoring recovery progress

Questions?