

2020 • 2021

Office of Tourism Analysis

ANNUAL REPORT



COLLEGE of
CHARLESTON

SCHOOL OF BUSINESS

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 \$138,000:

- Charleston Area Convention & Visitor Bureau
- Hilton Head Island-Bluffton Chamber of Commerce
- 2021 PGA Championship
- Charleston Wine+Food



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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.



Brumby McLeod, Ph.D.

Associate Professor

Dr. McLeod works with the OTA on short-term rental regulations and their impact on communities.



Robert Frash, Ph.D.

Associate Professor

Dr. Frash works with the OTA on his research of the restaurant industry and motorcycle tourism.



John Crotts, Ph.D.

Professor

Dr. Crotts has worked with the OTA on surveying Charleston residents' attitudes toward tourism development.



Frank Hefner, Ph.D.

Professor

Dr. Hefner works with the OTA on forecasting hospitality performance and various other economic impact studies.

Student Staff



Emily Pinkston
'22 MA in Community Planning,
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Additional Research Assistants

Crystal Linder
Jillian Wilkie
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Public Talks

Daniel Guttentag

June 10, 2021 *Inside Business LIVE: The hospitality labor shortage [Expert Panel].*
Charleston, SC, USA.

May 11, 2021 *Research Insights: Charleston tourism's rebound in the post-pandemic world.*
Charleston Area CVB Travel Council. Charleston, SC, USA.

July 15, 2020 *The economic impacts of COVID-19 on Hilton Head Island's tourism sector.*
Hilton Head Island-Bluffton Chamber of Commerce Tele-Town Hall [webinar].
Hilton Head, SC, USA.

May 12, 2020 *Charleston tourism in the time of COVID-19: Preparing, adapting, and succeeding.* Charleston Area CVB Travel Council [webinar]. Charleston, SC, USA.

April 24, 2020 *Charleston tourism in the time of COVID-19: What to expect and how to prepare.* Charleston Area CVB Quarterly Hotel GM Meeting - North Charleston [webinar]. Charleston, SC, USA.

April 22, 2020 *Charleston tourism in the time of COVID-19: What to expect and how to prepare.* Charleston Area CVB Quarterly Hotel GM Meeting - Charleston [webinar]. Charleston, SC, USA.

April 21, 2020 *Charleston tourism in the time of COVID-19: What to expect and how to prepare.* Charleston Area CVB Quarterly Hotel GM Meeting - Mount Pleasant [webinar]. Charleston, SC, USA.

2020–2021 Project List & Descriptions

- **Charleston Hotel Inventory Tracking:** We continually keep 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 2020:** We completed a Charleston tourism impact study of 2020 in March 2021.
- **Weekly and monthly hospitality performance reports, 2020–2021:** We regularly report weekly and monthly hospitality performance metrics.
- **Economic Impact of COVID-19 on Charleston Tourism:** We estimated the impact of COVID-19 closures and restrictions on the tourism economy of Charleston in March and April 2020.
- **Economic Impact of COVID-19 on Hilton Head & Bluffton Tourism:** We estimated the impact of COVID-19 closures and restrictions on the tourism economy of Hilton Head Island and Bluffton in June 2020.
- **Hilton Head Island tourism impact study of 2020:** We completed a Hilton Head Island tourism impact study of 2020 in February 2021.
- **Beaufort County tourism impact study of 2020:** We completed a Beaufort County tourism impact study of 2020 in February 2021.
- **Hospitality Workforce Benefits Study:** We surveyed hospitality employers in the Charleston area about the benefits offered to employees. A survey was also conducted with hospitality job seekers asking which benefits were most important to them.
- **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.
- **Economic Impact of King Street:** We estimated the impact of the businesses along the King Street corridor in March 2020.
- **Impact of COVID-19 on Charleston-area Restaurants:** We conducted a survey of Charleston-area restaurants and the impact of COVID-19 restrictions and closures on the industry.
- **Bi-Weekly COVID-19 Recovery Reports:** We provided bi-weekly reports aggregating multiple national and regional surveys on COVID-19 concerns in regards to travel, hotel performance data, and web analytics from March 2020 through June 2021.

Media Coverage

Cruise Line Industry Chaos Threatens Broadway Licensing Revenue

Forbes.com - May 8, 2020

“There will also be increased costs related to ensure the maintenance of the highest level hygiene,” recognized College of Charleston tourism professor Wayne Smith. “Areas like entertainment would be a logical place to reduce some costs to offset lessening revenue and increased costs in other areas,” he said.

Charleston hotels feel COVID-19 impact, adapting to new recommendations

Live5News.com - May 14, 2020

As businesses begin to reopen, Wayne Smith, a College of Charleston professor, said that the hotel industry could see a long recovery period dependent on travel. “We’re probably going to see a lot of regional visitors at first, so drive visitors like Atlanta, Charlotte, Nashville those types of visitors,” Smith said. “The group market is probably not going to be until at least to the end of the year, probably not until next year.”

A closer look at Charleston tourism’s record year before coronavirus hit

Post and Courier - May 31, 2020

“We’ve had a string of really positive growth, but that’s going to change with 2020,” said Daniel Guttentag, director of the college’s Office of Tourism Analysis.

Tourism: Let’s create a ‘new normal’

Charleston Mercury - June 3, 2020

But whatever the “new normal” for tourism in Charleston turns out to be, we can’t go back to the old “normal.” The College of Charleston’s Office of Tourism Analysis informs us that that old “normal” was 7.3 million tourists in 2018 and probably 8 million tourists in 2019 with virtually all of them coming down to our geographically constrained peninsula of only 35,000 residents.

Charleston is Travel + Leisure’s No. 1 city again as coronavirus tourism slump continues

Post and Courier - July 9, 2020

“To have the recovery we’ve seen continue in a meaningful way, the pandemic has to be brought under control to some degree,” said Daniel Guttentag, who directs the College of Charleston’s Office of Tourism Analysis.

SC seeing hotel cancellations, drop in occupancy as coronavirus cases grow

Post and Courier - July 11, 2020

It’s actually not uncommon for the region’s hotels to be a little less full the week of Independence Day, said Daniel Guttentag, who heads the Office of Tourism Analysis at the College of Charleston. That’s even true during past years when the holiday fell on a weekend, he said.

SC hotel numbers decline for second week as coronavirus cases remain high

Post and Courier - July 16, 2020

While occupancy dipped during the week of Independence Day, the mid-year holiday typically isn’t always great for hotel traffic, said Daniel Guttentag, director of the College of Charleston’s Office of Tourism Analysis.

Beaufort County takes \$310 million loss from COVID-19

WSAV.com - July 17, 2020

“The total economic impact lost was just over \$300 million and this is the economic impact on all of Beaufort County,” said Dr. Daniel Guttentag, College of Charleston Director, Office of Tourism Analysis.

Media Coverage

After two-week dip, SC hotel numbers have been inching up again despite coronavirus

Post and Courier - August 2, 2020

The Office of Tourism Analysis at the College of Charleston, which earlier in the pandemic calculated an estimated loss over a two-month period of \$1 billion for the Charleston region, hasn't calculated an updated loss estimate yet.

As island's tourism slowed, so did revenue stream

The Hilton Head Sun - August 5, 2020

"The impact is truly significant and far more than with any other events we have experienced, including 9/11 and the '08 recession," wrote Daniel Guttentag, Ph.D., director of the Office of Tourism Analysis at the College of Charleston. "After 9/11, tourism did not fall off the cliff like it did in April."

Airbnb files landmark lawsuit against unauthorised Sacramento host

ShortTermRentalz.com - August 14, 2020

Daniel Guttentag, assistant professor in hospitality at the College of Charleston, told The Sacramento Bee: "I think it probably reflects growing frustration on the part of the company that these parties are still happening. And a growing recognition that they need to do everything to make these parties stop."

America's Southern Tourist Towns Brace for a Covid Winter

Bloomberg - August 25, 2020

The financial impact in places like Myrtle Beach are twofold, said Daniel Guttentag, director of the Office of Tourism Analysis at South Carolina's College of Charleston. There are the direct effects on businesses and tax losses that can degrade local services. The city already cut \$8 million from its budget because of the pandemic. Hotels "are still putting heads in beds—it's just not nearly the same number," he said.

This Is How 2020 Became A Lost Year For Travel

Forbes.com - August 28, 2020

"It's nearly impossible to quantify just how significantly the pandemic has impacted the tourism sector," says Daniel Guttentag, the director of the office of tourism analysis at the College of Charleston. "But there is little question that the impact has been devastating in many ways for the travel industry. Revenue and job losses have been incredible, and countless businesses have already closed or eventually will be forced to close before the pandemic is behind us."

Coronavirus live updates: Here's what to know in South Carolina on Sept. 6

The State - September 6, 2020

Between March 8 and July 11, the total estimated economic impact loss in Beaufort County was \$310 million, according to the Office of Tourism Analysis at College of Charleston.

Was Hilton Head tourism a boom or a bust due to the pandemic? What the numbers show

The Island Packet - September 6, 2020

But still, it took a toll. The total estimated economic impact loss from March 8 to July 11 was \$310 million in Beaufort County, according to the Office of Tourism Analysis at College of Charleston.

Coronavirus daily news updates, Sept. 7: What to know today about COVID-19 in the Seattle area, Washington state and the world

The Seattle Times - September 7, 2020

"It's nearly impossible to quantify just how significantly the pandemic has impacted the tourism sector," says Daniel Guttentag, the director of the office of tourism analysis at the College of Charleston. "But there is little question that the impact has been devastating in many ways for the travel industry."

Media Coverage

SC hotels filled about half their rooms in August as occupancy growth stalls

Post and Courier – September 22, 2020

Fall is typically a strong season for tourism in the Holy City, said Daniel Guttentag, the director for the Office of Tourism Analysis. Things usually don't start to really slow until November.

Company accused of polluting ocean with plastic has an ally: SC ports

The State – October 1, 2020

Last year, over seven million people visited the greater Charleston area, generating almost \$10 billion in economic impact. Most visitors mentioned stopping by beaches or waterfront parks, a study by the Office of Tourism Analysis at the College of Charleston found.

Yay! Conde Nast readers say Hilton Head is best island in U.S. for 4th year in a row

The Island Packet – October 6, 2020

The Island Packet reported that the total estimated economic impact loss from March 8 to July 11 was \$310 million in Beaufort County, according to the Office of Tourism Analysis at College of Charleston.

Charleston still missing many tourism jobs more than 7 months into pandemic

Post and Courier – October 24, 2020

After that, even as key visitation metrics such as hotel occupancy were getting higher in early summer, employment “sort of plateaued,” said Daniel Guttentag, director of the College of Charleston's Office of Tourism Analysis.

Charleston hotels had best month during pandemic in October — but that's not saying much

Post and Courier – November 8, 2020

About 49 percent of the state's hotels rooms filled in August. In Charleston, the occupancy rate was a notably lower 44 percent, according to figures tracked monthly by the Office of Tourism Analysis at the College of Charleston.

Booming check-ins: Airbnb seeing more bookings amid the pandemic

CountOn2.com – November 18, 2020

“The opportunity to stay in an Airbnb and have complete privacy, right. You have the apartment, condo, or home all to yourself and you avoid the interaction with other people,” said Daniel Guttentag, Director of the Office of Tourism Analysis and Hospitality Professor at the College of Charleston. Guttentag says while Airbnb's attract tourists, Charleston's hotels are here to stay. “We're not gonna sorta look back 10 years from now, in 20, 30 or whatever, and say ‘oh my gosh, what happened to all the hotels.’ They've all disappeared. Airbnb took over.”

Thanksgiving travel to be slowed but not stopped by COVID despite CDC recommendation

Greenville News – November 20, 2020

Daniel Guttentag, the director of office of tourism analysis at the College of Charleston, said that even though Thanksgiving is a high travel week, it's a time where people are visiting friends and family — and that means negative impact on the economy from decreased travel would be minimal.

SC's pandemic-related economic blows range from glancing to direct hit

Post and Courier – December 5, 2020

Instead, consumer behavior changed. That's made it much more difficult to make predictions this year about what will happen month to month with key metrics such as hotel occupancy rates, said Daniel Guttentag, director of the College of Charleston's Office of Tourism Analysis.

Media Coverage

Charleston's British Airways flight won't return next summer due to pandemic

Post and Courier - December 16, 2020

In its inaugural year, the flight generated a \$9.7 million economic impact, according to the College of Charleston's Office of Tourism Analysis.

Charleston still trails other parts of SC in adding back hard-hit tourism jobs

Post and Courier - December 22, 2020

October was the best for local hotels since the start of the pandemic, with a 34 percent decrease from 2019 and more than half of the region's guest rooms filled. But those numbers took a dip again in November, to just about 43 percent occupancy. That didn't come as a surprise, said Daniel Guttentag, director of the Office of Tourism Analysis at the College of Charleston. "We're entering the slowest period of the year," he said.

Short-term rentals rising, rescheduled weddings and predictions for Charleston tourism

Post and Courier - December 27, 2020

Other easy predictions to make, according to Daniel Guttentag, director at the College of Charleston's Office of Tourism Analysis, include the continued popularity of outdoor recreation and focus on the "drive market" rather than fliers as road trips hold their place as the preferred method of travel, even for some who would have opted for an airplane ride pre-pandemic.

Hilton Head listed among world's best beaches with Zanzibar and Fiji. Here's why

The Island Packet - January 6, 2021

The Island Packet reported that the total estimated economic impact loss from March 8 to July 11 was \$310 million in Beaufort County, according to the Office of Tourism Analysis at College of Charleston.

Canceled events for the Lowcountry cause worry for business owners in upcoming fiscal year

CountOn2.com - January 6, 2021

Daniel Guttentag, the Director of the Office of Tourism Analysis for the College of Charleston, said as it stands right now, hotels for the Lowcountry are down about 40% in occupancy in comparison to 2019 and are down about 25% in terms of rate. Guttentag went on to state, "obviously, the spring time, when everything sort of hit and unfolded things fell off a cliff and we were down 75%/ 80/ 65% percent."

Guttentag said while the drive market has expanded for tourism without the yearly events, and news of potentially speeding up vaccinations has been released, peak numbers could happen later than hoped in 2021.

A year without a tourism 'kickoff' for Charleston with SEWE, Wine + Food canceled

Post and Courier - January 10, 2021

The three-day event attracts thousands of out-of-towners who book hotel rooms, dine at local restaurants and shop at downtown retail stores. After what's usually a slow January, SEWE brings the industry a jolt of spending. From there, the business builds "like a crescendo," said Daniel Guttentag, director of the College of Charleston's Office of Tourism Analysis.

The State of the Charleston Restaurant Industry Amidst the Covid-19 Pandemic

CharlestonWineandFood.com - February 10, 2021

Through a survey administered by the College of Charleston Office of Tourism Analysis and with support from the City of Charleston, we aim to investigate the ongoing state of the Charleston restaurant industry amidst the COVID-19 pandemic.

Media Coverage

Lowcountry tourism industry impacted by big event cancelations

ABCNews4.com – February 11, 2021

“These events attract tens of thousands of people to Charleston who come here they come for the event. They stay at hotels, they eat at restaurants, they go shopping and we’re losing that and all the ripple effects that has for the economy,” said Daniel Guttentag, the Director of the Office of Tourism Analysis at College of Charleston. “So the local businesses, whether that be the local restaurants, the retailers, it certainly makes a lot of sense for them to focus a little bit more of the attention of their marketing on people living in the Lowcountry.”

Despite setbacks, Charleston businesses ‘optimistic’ for tourist season

Live5News.com – February 25, 2021

College of Charleston professor and director of the office of tourism analysis Daniel Guttentag says his team is still working to find out the full extent of the pandemic’s impact in the Holy City.

“Hospitality is woven into the fabric I think of the DNA of Charleston,” Guttentag said. “There’s no question that in terms of the overall economic impact we’re going to be talking about billions of dollars of loss.”

SC tourism hopes PGA event will spark COVID recovery, even with fewer spectators

Post and Courier – February 27, 2021

Having an event like the PGA Championship on its planned date with a limited number of spectators — last year’s championship in San Francisco was postponed and no spectators were allowed — is evidence of a new phase of the pandemic, said Daniel Guttentag, the director at the College of Charleston’s Office of Tourism Analysis.

A sea change is happening in Charleston arts. What will the next phase look like?

Post and Courier – March 4, 2021

A more recent era launched in 1977 when Spoleto Festival USA was founded by Italian composer Gian Carlo Menotti, who worked closely with Charleston Mayor Joe Riley and College of Charleston President Ted Stern. The aim was economic impact to bolster tourism and create jobs. In 2016, the College of Charleston’s Office of Tourism Analysis estimated Spoleto’s economic impact at \$42 million, or about \$2.5 million a day for the 17-day festival.

With Charleston Wine + Food festival on hiatus, supporters say it’s time for reassessment

Post and Courier – March 8, 2021

To achieve that status, the festival has kept a steady eye on its annual economic impact, which the College of Charleston Office of Tourism Analysis in 2020 placed at just shy of \$20 million. Its focus was made plain in its 2018 tax forms.

Hotel bookings, short-term rentals, and future reservations all up along the SC coast

WISTV.com – March 15, 2021

According to the Director of Tourism Analysis at the College of Charleston, Daniel Guttentag, the increased interest in travel can be seen clearly from Charleston County. “We are seeing hotel occupancy numbers on the weekend that are better than we’ve seen in months and months and months,” Guttentag said. “That’s a great indicator because weekend travel is being driven by your vacationers, your leisure travelers, rather than your business travelers,” he added.

Media Coverage

IOP City Council to discuss SCDOT proposal that would add hundreds of new parking spots

CountOn2.com - March 23, 2021

"Then we look back at the number of bookings that are coming in each week, we're seeing numbers that are actually three times higher than they were back in 2020," says Daniel Guttentag, Director of Tourism Analysis in the Department of Tourism and Hospitality Management at the College of Charleston.

SC tourism looks further back to gauge recovery from the COVID-19 era

Post and Courier - March 28, 2021

The Office of Tourism Analysis at the College of Charleston will be taking a similar tack, said director Daniel Guttentag. "We've gotten to the point where we have to look back two years because we want to see both things," Guttentag said. "We want to look at the improvement over our COVID year but also how far away we are from being back to normal."

SC's Airbnb listings grew during the pandemic, especially in 1 destination

Post and Courier - April 9, 2021

Daniel Guttentag, director at the College of Charleston's Office of Tourism Analysis, said the interest in short-term rentals isn't likely to wane after the pandemic.

Charleston Co. accepting applications from groups for funding to support tourism

ABCNews4.com - April 15, 2021

The applications will be reviewed by the Charleston Area Convention and Visitors Bureau and College of Charleston's Office of Tourism Analysis. Economic, media, marketing and community impacts will also be considered.

With tourism back, Charleston hotels and restaurants face new crisis: A worker shortage

Post. and Courier - April 18, 2021

It's also likely some workers took the last year to get a job in another industry and have left hospitality behind, said Daniel Guttentag, the director of the Office of Tourism Analysis at the College of Charleston. Even as leisure and hospitality employment took a nose dive, other sectors were able to stay relatively steady. "Some of those people probably gained new experience and have become settled and aren't necessarily eager to leave their job again, even if they liked working in hospitality" Guttentag said.

Uncertainty plagues summer travel. What we know (and what we don't)

USA Today - April 23, 2021

Problem one: It's impossible to predict the future. "That's going to be a major challenge for travelers," predicts Daniel Guttentag, director of the College of Charleston's office of tourism analysis. "Given the continued uncertainty for many people about when they will be able to get vaccinated and what the infection rates will look like when summer rolls around, many tourists will undoubtedly remain drawn toward flexible cancellation policies."

College of Charleston's tourism office has had its most challenging year ever

Post and Courier - April 24, 2021

Guttentag does feel optimistic about Charleston's chances at a strong showing, especially compared to some other destinations. The area's beaches satisfy a pandemic-fueled desire from travelers for outdoor recreation, and it's also an asset that the Holy City's "bread and butter" is leisure travel and not slower-to-recover group business and conferences. That, plus travelers' cabin fever, could be the recipe for a successful summer.

Media Coverage

SC hotels see promising season, but need more staff to match tourism

Live5News.com - April 29, 2021

College of Charleston's Office of Tourism Analysis Director Daniel Guttentag said just in the past six weeks, hotels have seen around 90 percent of their 2019 numbers during the week, and nearly identical numbers of bookings over the weekends as pre-pandemic business. He says much of visitors' return stems from national vaccine efforts.

SC's reasoning for ending federal jobless aid stirs debate

Post and Courier - May 15, 2021

There's reason to think the end of COVID unemployment programs will "have some marginal benefits" for hotels and restaurants in their quest for workers, said Daniel Guttentag, the director of the College of Charleston's Office of Tourism Analysis. It's "certainly one of many factors," Guttentag said, but, much like the labor shortage the sector was experiencing pre-pandemic, there isn't one thing - including turning off enhanced benefits - that will be like "flipping the switch" on hospitality's labor problem.

Surveys give insight into Charleston's tight hospitality job market

Post and Courier - May 23, 2021

The labor shortage led tourism leaders to put on hospitality-only job fairs, which presented an opportunity to glean some insight on the issue. The Office of Tourism Analysis at the College of Charleston used the hiring events to survey the participants. The job seekers were asked about what's most important to them when seeking a new position, while the employers looking to hire were asked what they perceive is most important to applicants.

With open arms and some trepidation, Charleston prepares for its biggest weekend yet

The State - May 28, 2021

Usually, the unofficial start comes in February with the Southeastern Wildlife Exposition, or SEWE. Then comes another festival, Charleston Wine + Food, in March. The Cooper River Bridge Run soon follows in April. "We have these large events that really kick things off, but none of those happened this year," said Daniel Guttentag, the director of the College of Charleston's Office of Tourism Analysis.

Charleston tourism cards its best week since COVID-19 during the PGA

Post and Courier - May 30, 2021

For the two weeks leading up to the event, Charleston County's average occupancy rate was down about 10 percent from where it was pre-COVID-19, said Daniel Guttentag, director of the Office of Tourism Analysis at the College of Charleston. The average nightly room rate was flat compared to 2019.

Charleston tourism shrank by about a third during 2020 from COVID, report says

Post and Courier - June 1, 2021

The COVID-19 pandemic broke a streak of reliable growth for Charleston's yearly count of visitors and calculations of tourism's impact, and a new analysis by the College of Charleston's Office of Tourism Analysis shows just how much visitation and travel-related spending were affected last year. Tourism's economic impact shrank by more than a third compared to 2019, and the number of visitors who came to Charleston decreased by 30 percent in a year defined by the coronavirus pandemic and a steep drop in demand for travel that came with it. The Charleston area hosted just over 5 million visitors and generated \$6.2 billion in economic impact last year. Those deep decreases followed a string of record-breaking years for Charleston tourism. In 2019, 7.43 million visitors came to the area, and the money pumped into the local economy neared \$10 billion — by far the local visitor industry's best year yet. There were "no indications we were going to have anything but another record year" in 2020 based on January and February numbers, said Daniel Guttentag, director of the Office of Tourism Analysis.

Media Coverage

Memorial Day numbers show Charleston hotels are filling rooms without lowering rates

Post and Courier - June 6, 2021

The average daily rate charged for hotel rooms in the Charleston area for the week ending May 29 was 14.7 percent higher than during the week leading up to Memorial Day in 2019, said Daniel Guttentag, director of the College of Charleston's Office of Tourism Analysis. Comparing occupancy for those weeks, 2021 was down slightly, by 4.5 percent, but the weekend days for that period this year were up by close to 2 percent when put up against pre-COVID numbers.

Flexibility is now a key recruiting factor for Charleston employers, survey shows

Post and Courier - June 16, 2021

Renegar said it's become clear that workers are no longer just looking at the pay and benefits of a job. They value amenities and flexible policies, too. That's also what Daniel Guttentag, director of the College of Charleston's Office of Tourism Analysis, found when he specifically surveyed job seekers and employers within the hospitality industry this spring. Surveys give insight into Charleston's tight hospitality job market. The tourism sector has been experiencing the region's most acute labor issues, and workers have their pick of jobs. Candidates value things like commute times and free parking more than hospitality employers seemed to realize, the surveys showed. When job opportunities abound, Guttentag said, workers are going to look for the "whole package."

Questions or Comments?

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