

South Carolina Statewide Lodging Outlook Report
June 2019

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
	June 2019	% Chg	June 2019	% Chg	June 2019	% Chg	% Chg	% Chg	% Chg
Current Month: June 2019									
United States	73.5%	-1.3%	\$134.52	0.9%	\$98.85	-0.4%	1.5%	1.9%	0.6%
South Atlantic**	73.0%	-2.4%	\$128.39	0.7%	\$93.73	-1.7%	0.2%	1.9%	-0.5%
South Carolina	72.5%	-4.6%	\$137.07	-0.8%	\$99.41	-5.4%	-2.4%	3.1%	-1.7%
Year-to-Date: January through June 2019	Jan-Jun 2019	% Chg	Jan-Jun 2019	% Chg	Jan-Jun 2019	% Chg	% Chg	% Chg	% Chg
United States	65.9%	0.1%	\$131.20	1.1%	\$86.51	1.2%	3.3%	2.0%	2.1%
South Atlantic**	69.6%	0.3%	\$134.25	1.6%	\$93.44	2.0%	4.0%	2.0%	2.3%
South Carolina	64.8%	-0.2%	\$117.34	0.6%	\$76.05	0.4%	3.0%	2.6%	2.4%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

Three Month Occupancy Outlook for South Carolina

		Jul 2019	Aug 2019	Sep 2019
STR, Inc.	Occupancy Forecast	74.2%	69.3%	60.4%
<i>As of May 2019</i>	% Chg vs same month in previous year	0.4%	-1.0%	1.5%

Source: STR, Inc.