

**South Carolina Statewide Lodging Outlook Report**  
November 2019

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
	November 2019	% Chg	November 2019	% Chg	November 2019	% Chg	% Chg	% Chg	% Chg
<b>Current Month:</b> November 2019	November 2019	% Chg	November 2019	% Chg	November 2019	% Chg	% Chg	% Chg	% Chg
United States	61.8%	0.3%	\$125.55	1.0%	\$77.62	1.3%	3.4%	2.1%	2.4%
South Atlantic**	64.6%	0.4%	\$120.55	1.9%	\$77.94	2.2%	4.5%	2.2%	2.6%
South Carolina	55.9%	-1.5%	\$102.96	0.3%	\$57.55	-1.3%	1.8%	3.1%	1.5%
<b>Year-to-Date:</b> January through November 2019	Jan-Nov 2019	% Chg	Jan-Nov 2019	% Chg	Jan-Nov 2019	% Chg	% Chg	% Chg	% Chg
United States	67.2%	-0.1%	\$131.53	0.9%	\$88.42	0.8%	2.8%	2.0%	1.9%
South Atlantic**	68.6%	-0.4%	\$128.60	1.5%	\$88.18	1.2%	3.2%	2.0%	1.6%
South Carolina	64.5%	-0.9%	\$119.01	0.4%	\$76.78	-0.5%	2.4%	2.9%	2.0%

\*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**

		Dec 2019	Jan 2020	Feb 2020
<b>STR, Inc.</b>	Occupancy Forecast	47.0%	48.1%	58.2%
<i>As of November 2019</i>	% Chg vs same month in previous year	0.7%	0.6%	0.3%

Source: STR, Inc.