

South Carolina Statewide Lodging Outlook Report
February 2020

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
	February 2020	% Chg	February 2020	% Chg	February 2020	% Chg	% Chg	% Chg	% Chg
Current Month: February 2020									
United States	62.2%	0.2%	\$130.78	1.4%	\$81.33	1.7%	3.8%	2.1%	2.3%
South Atlantic**	67.8%	0.6%	\$142.30	2.6%	\$96.46	3.2%	5.7%	2.4%	2.9%
South Carolina	57.2%	-1.5%	\$99.18	1.7%	\$56.75	0.2%	28%	2.5%	1.1%
Year-to-Date: January through February 2020									
United States	58.5%	0.5%	\$128.44	1.4%	\$75.08	1.9%	4.0%	2.1%	2.6%
South Atlantic**	63.4%	0.8%	\$136.20	3.0%	\$86.39	3.9%	6.3%	2.3%	3.2%
South Carolina	52.2%	-0.9%	\$94.31	0.6%	\$49.26	-0.3%	2.2%	2.5%	1.6%

*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.