

South Carolina Statewide Lodging Outlook Report
March 2020

| | Occupancy Rate | | Average Room Rate | | RevPAR* | | Room Revenue | Rooms Available | Rooms Sold |
|---|----------------|--------|-------------------|--------|------------|--------|--------------|-----------------|------------|
| | March 2020 | % Chg | March 2020 | % Chg | March 2020 | % Chg | % Chg | % Chg | % Chg |
| Current Month: March 2020 | | | | | | | | | |
| United States | 39.4% | -42.3% | \$110.66 | -16.5% | \$43.54 | -51.9% | -50.9% | 2.0% | -41.2% |
| South Atlantic** | 43.2% | -42.0% | \$120.83 | -16.0% | \$52.16 | -51.3% | -50.2% | 2.2% | -40.7% |
| South Carolina | 43.1% | -37.5% | \$94.03 | -16.1% | \$40.57 | -47.6% | -46.2% | 2.6% | -35.8% |
| Year-to-Date: January through March 2020 | | | | | | | | | |
| United States | 51.8% | -15.9% | \$123.76 | -4.0% | \$64.14 | -19.3% | -17.6% | 2.0% | -14.2% |
| South Atlantic** | 56.4% | -15.7% | \$132.20 | -3.2% | \$74.54 | -18.4% | -16.6% | 2.3% | -13.8% |
| South Carolina | 48.9% | -16.1% | \$94.30 | -6.9% | \$46.14 | -21.8% | -19.9% | 2.5% | -14.0% |

*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.