

South Carolina Statewide Lodging Outlook Report
April 2020

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
	April 2020	% Chg	April 2020	% Chg	April 2020	% Chg	% Chg	% Chg	% Chg
Current Month: April 2020									
United States	24.5%	-63.9%	\$73.23	-44.4%	\$17.93	-79.9%	-82.4%	-12.1%	-68.3%
South Atlantic**	25.0%	-65.7%	\$71.32	-48.3%	\$17.80	-82.2%	-85.0%	-15.3%	-70.9%
South Carolina	26.4%	-63.0%	\$67.91	-46.2%	\$17.93	-80.1%	-81.3%	-6.0%	-65.3%
Year-to-Date: January through April 2020									
United States	45.7%	-27.7%	\$117.75	-9.2%	\$53.84	-34.3%	-35.3%	-1.5%	-28.8%
South Atlantic**	49.6%	-27.4%	\$125.67	-8.2%	\$62.33	-33.4%	-34.9%	-2.2%	-29.0%
South Carolina	43.7%	-29.2%	\$90.56	-16.5%	\$39.53	-40.9%	-40.7%	0.3%	-28.9%

*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

		May 2020	Jun 2020	Jul 2020
STR, Inc. <i>As of May 2020</i>	Occupancy Forecast	21.7%	29.2%	38.4%
	% Chg vs same month in previous year	-68.3%	-59.7%	-47.2%

Source: STR, Inc.