

South Carolina Statewide Lodging Outlook Report
October 2020

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
	October 2020	% Chg	October 2020	% Chg	October 2020	% Chg	% Chg	% Chg	% Chg
Current Month: October 2020									
United States	48.3%	-30.1%	\$97.61	-26.8%	\$47.13	-48.8%	-50.0%	-2.2%	-31.6%
South Atlantic**	48.5%	-28.9%	\$97.83	-21.8%	\$47.45	-44.4%	-45.3%	-1.6%	-30.1%
South Carolina	50.8%	-21.0%	\$95.62	-13.7%	\$48.54	-31.9%	-30.7%	1.8%	-19.6%
Year-to-Date: January through October 2020									
United States	45.2%	-33.2%	\$105.26	-20.3%	\$47.56	-46.8%	-48.9%	-3.9%	-35.9%
South Atlantic**	46.5%	-32.4%	\$110.06	-14.9%	\$51.22	-42.5%	-44.8%	-3.9%	-35.1%
South Carolina	46.6%	-28.5%	\$99.77	-16.7%	\$46.52	-40.4%	-39.8%	0.9%	-27.8%

*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.