

South Carolina Statewide Lodging Outlook Report
March 2022

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
	March 2022	% Chg	March 2022	% Chg	March 2022	% Chg	% Chg	% Chg	% Chg
Current Month: March 2022									
United States	64.0%	17.9%	\$146.61	37.5%	\$93.82	62.1%	68.0%	3.6%	22.2%
South Atlantic**	69.8%	16.0%	\$168.36	34.2%	\$117.44	55.6%	61.5%	3.8%	20.3%
South Carolina	65.9%	14.7%	\$130.89	28.8%	\$86.26	47.7%	48.8%	0.7%	15.6%
Year-to-Date: January 2022 through March 2022									
	Jan-Mar 2022	% Chg	Jan-Mar 2022	% Chg	Jan-Mar 2022	% Chg	% Chg	% Chg	% Chg
United States	56.2%	21.6%	\$137.13	37.5%	\$77.06	67.2%	73.8%	3.9%	26.4%
South Atlantic**	61.3%	19.3%	\$154.63	35.5%	\$94.73	61.7%	68.2%	4.0%	24.1%
South Carolina	54.7%	18.2%	\$114.87	27.4%	\$62.83	50.6%	52.8%	1.5%	19.9%

*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

Note: When analyzing comparisons between 2022 and 2021, the impacts of the Covid-19 pandemic should be taken into account.

Source: STR, Inc.