

**South Carolina Statewide Lodging Outlook Report**  
**August 2015**

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
	August 2015	% Chg	August 2015	% Chg	August 2015	% Chg	% Chg	% Chg	% Chg
<b>Current Month:</b> <b>August 2015</b>									
United States	70.7%	-1.4%	\$122.32	3.6%	\$86.46	2.2%	3.3%	1.1%	-0.3%
South Atlantic**	66.7%	-1.6%	\$108.86	2.4%	\$72.56	0.7%	1.6%	0.8%	-0.8%
South Carolina	66.8%	-4.2%	\$116.01	1.2%	\$77.44	-3.1%	-2.0%	1.1%	-3.2%
<b>Year-to-Date:</b> <b>January through August 2015</b>									
United States	67.2%	1.8%	\$120.26	4.8%	\$80.79	6.7%	7.7%	1.0%	2.8%
South Atlantic**	68.8%	2.7%	\$118.56	5.3%	\$81.62	8.2%	9.0%	0.8%	3.5%
South Carolina	64.7%	1.1%	\$109.35	5.0%	\$70.71	6.1%	7.0%	0.9%	2.0%

\*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.

**Three Month Occupancy Outlook for South Carolina**

		September 2015	October 2015	November 2015
<b>STR, Inc.</b> <i>From July 2015 Forecast Report</i>	Occupancy Forecast	61.6%	62.9%	52.4%
	% Chg vs same month in 2014	1.3%	0.9%	1.0%
<b>TravelClick</b> <i>From Bookings as of 9/10/15</i>	Occupancy from Current Bookings	41.8%	17.0%	7.1%
	% Chg vs same month in 2014	2.3%	3.1%	14.2%

Source: STR, Inc. and TravelClick

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