

South Carolina Statewide Lodging Outlook Report
December 2019

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
	December 2019	% Chg	December 2019	% Chg	December 2019	% Chg	% Chg	% Chg	% Chg
Current Month: December 2019									
United States	54.4%	0.6%	\$126.84	2.0%	\$69.00	2.6%	4.8%	2.1%	2.8%
South Atlantic**	57.5%	0.0%	\$125.69	2.2%	\$72.22	2.2%	4.6%	2.3%	2.3%
South Carolina	46.6%	0.1%	\$92.57	1.0%	\$43.14	1.1%	4.2%	3.0%	3.1%
Year-to-Date: January through December 2019									
United States	66.1%	-0.0%	\$131.21	1.0%	\$86.76	0.9%	3.0%	2.0%	2.0%
South Atlantic**	67.6%	-0.4%	\$128.40	1.6%	\$86.81	1.2%	3.3%	2.0%	1.7%
South Carolina	63.0%	-0.9%	\$117.34	0.5%	\$73.91	-0.4%	2.5%	2.9%	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

		Jan 2020	Feb 2020	Mar 2020
STR, Inc.	Occupancy Forecast	48.1%	58.2%	69.3%
<i>As of November 2019</i>	% Chg vs same month in previous year	0.6%	0.3%	-0.3%

Source: STR, Inc.