

South Carolina Statewide Lodging Outlook Report
April 2015

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
	Apr 2015	% Chg	Apr 2015	% Chg	Apr 2015	% Chg	% Chg	% Chg	% Chg
Current Month: April 2015									
United States	66.8%	1.9%	\$119.37	4.5%	\$79.80	6.4%	7.7%	1.2%	3.1%
South Atlantic**	71.9%	3.4%	\$123.49	5.7%	\$88.75	9.3%	10.6%	1.2%	4.6%
South Carolina	69.1%	1.4%	\$110.06	5.2%	\$76.11	6.6%	7.7%	1.0%	2.4%
Year-to-Date: January through April 2015									
United States	62.5%	2.8%	\$117.70	4.6%	\$73.61	7.5%	8.7%	1.0%	3.8%
South Atlantic**	67.1%	3.9%	\$122.59	5.9%	\$82.21	10.0%	11.2%	1.0%	5.0%
South Carolina	58.8%	2.7%	\$94.81	6.5%	\$55.77	9.3%	10.3%	0.9%	3.6%

*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: Smith Travel Research

Three Month Occupancy Outlook for South Carolina

		May 2015	June 2015	July 2015
Smith Travel Research <i>From April 2015 Forecast Report</i>	Occupancy Forecast	66.1%	73.9%	75.4%
	% Chg vs same month in 2014	0.5%	2.7%	1.4%
TravelClick <i>From Bookings as of 5/24/15</i>	Occupancy from Current Bookings	57.5%	26.3%	15.7%
	% Chg vs same month in 2014	0.9%	3.2%	5.2%

Source: Smith Travel Research and TravelClick

