

South Carolina Statewide Lodging Outlook Report
July 2024

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
	Jul 2024	% Chg	Jul 2024	% Chg	Jul 2024	% Chg	% Chg	% Chg	% Chg
Current Month: July 2024									
United States	68.8%	-0.5%	\$161.69	0.5%	\$111.18	-0.0%	0.5%	0.5%	-0.0%
South Atlantic**	67.2%	-1.2%	\$152.56	-0.7%	\$102.46	-1.9%	-1.2%	0.7%	-0.5%
South Carolina	68.8%	-0.5%	\$156.32	-1.0%	\$107.54	-1.6%	-2.0%	-0.4%	-0.9%
Year-to-Date: January 2024 through July 2024	Jan-Jul 2024	% Chg	Jan-Jul 2024	% Chg	Jan-Jul 2024	% Chg	% Chg	% Chg	% Chg
United States	63.5%	-0.5%	\$158.19	1.6%	\$100.47	1.1%	1.6%	0.5%	0.1%
South Atlantic**	66.1%	-0.7%	\$163.38	0.5%	\$108.07	-0.2%	0.7%	0.9%	0.1%
South Carolina	62.8%	0.7%	\$137.35	0.7%	\$86.27	1.4%	1.0%	-0.4%	0.3%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights available.

**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, LLC. (dba CoStar Realty Information)

Three Month Occupancy Outlook for South Carolina

		Aug 2024	Sep 2024	Oct 2024
STR, LLC.	Occupancy Forecast	63.6%	57.8%	60.9%
<i>From Forecast Released in May 2024</i>	% Chg vs same month in previous year	3.5%	-2.8%	0.8%

Source: STR, LLC. (dba CoStar Realty Information)