

South Carolina Statewide Lodging Outlook Report
February 2024

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
	February 2024	% Chg	February 2024	% Chg	February 2024	% Chg	% Chg	% Chg	% Chg
Current Month: February 2024									
United States	58.9%	-1.8%	\$158.23	3.9%	\$93.19	2.0%	2.6%	0.6%	-1.2%
South Atlantic**	64.8%	-1.8%	\$170.33	0.7%	\$110.39	-1.1%	-0.2%	1.0%	-0.9%
South Carolina	56.8%	0.1%	\$113.06	1.0%	\$64.18	1.1%	0.6%	-0.5%	-0.4%
Year-to-Date: January 2024 through February 2024									
United States	55.2%	-1.8%	\$152.36	3.3%	\$84.13	1.5%	2.1%	0.6%	-1.2%
South Atlantic**	60.6%	-2.0%	\$161.71	1.0%	\$98.03	-1.0%	0.0%	1.0%	-1.0%
South Carolina	51.0%	-1.9%	\$107.39	1.1%	\$54.79	-0.9%	-1.4%	-0.5%	-2.4%

*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

		Mar 2024	Apr 2024	May 2024
STR, LLC.	Occupancy Forecast	66.4%	67.5%	63.2%
<i>From Forecast Released in February 2024</i>	% Chg vs same month in previous year	0.6%	0.4%	2.4%

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