

**South Carolina Statewide Lodging Outlook Report**  
June 2023

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
	June 2023	% Chg	June 2023	% Chg	June 2023	% Chg	% Chg	% Chg	% Chg
<b>Current Month: June 2023</b>									
United States	69.7%	-0.4%	\$158.40	2.3%	\$110.33	1.9%	2.2%	0.3%	-0.1%
South Atlantic**	68.7%	-1.7%	\$154.72	1.2%	\$106.25	-0.5%	-0.1%	0.4%	-1.3%
South Carolina	68.1%	-3.2%	\$150.10	0.9%	\$102.20	-2.3%	-2.6%	-0.3%	-3.4%
<b>Year-to-Date: January 2023 through June 2023</b>									
	Jan-Jun 2023	% Chg	Jan-Jun 2023	% Chg	Jan-Jun 2023	% Chg	% Chg	% Chg	% Chg
United States	62.9%	2.3%	\$154.45	6.2%	\$97.08	8.7%	9.0%	0.3%	2.6%
South Atlantic**	66.4%	2.0%	\$164.14	4.1%	\$109.00	6.1%	6.4%	0.2%	2.2%
South Carolina	61.2%	1.4%	\$131.78	1.9%	\$80.67	3.4%	3.2%	-0.2%	1.2%

\*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**

		Jul 2023	Aug 2023	Sep 2023
<b>STR, LLC.</b>	Occupancy Forecast	75.0%	67.8%	60.5%
<i>From Forecast Released in May 2023</i>	% Chg vs same month in previous year	7.4%	5.4%	-1.6%

Source: STR, Inc.