

South Carolina Statewide Lodging Outlook Report
December 2014

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: December 2014	Dec 2014	% Chg	Dec 2014	% Chg	Dec 2014	% Chg	% Chg	% Chg	% Chg
United States	52.6%	4.8%	\$113.42	4.3%	\$59.62	9.3%	10.4%	0.9%	5.8%
South Atlantic**	54.8%	5.6%	\$109.18	5.4%	\$59.84	11.4%	12.6%	1.1%	6.7%
South Carolina	44.0%	5.1%	\$79.65	5.5%	\$35.05	10.9%	11.9%	1.0%	6.1%
Year-to-Date: January through December 2014	Jan-Dec 2014	% Chg	Jan-Dec 2014	% Chg	Jan-Dec 2014	% Chg	% Chg	% Chg	% Chg
United States	64.4%	3.6%	\$115.32	4.6%	\$74.28	8.3%	9.2%	0.9%	4.5%
South Atlantic**	64.8%	4.8%	\$111.20	4.3%	\$72.09	9.3%	9.9%	0.6%	5.4%
South Carolina	60.6%	4.6%	\$101.01	5.4%	\$61.25	10.3%	10.3%	0.1%	4.7%

*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

		January 2015	February 2015	March 2015
Smith Travel Research <i>From October 2014 Forecast Report</i>	Occupancy Forecast	43.2%	54.7%	63.2%
	% Chg vs same month in 2014	2.2%	1.9%	-0.6%
TravelClick <i>From Bookings as of 1/10/14</i>	Occupancy from Current Bookings	26.0%	8.2%	6.1%
	% Chg vs same month in 2014	1.1%	7.3%	13.7%

Source: Smith Travel Research and TravelClick