

South Carolina Statewide Lodging Outlook Report
March 2018

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
	Mar 2018	% Chg	Mar 2018	% Chg	Mar 2018	% Chg	% Chg	% Chg	% Chg
Current Month: March 2018									
United States	68.5%	0.9%	\$131.56	3.0%	\$90.17	3.9%	6.0%	2.0%	2.9%
South Atlantic**	74.5%	1.2%	\$143.05	5.0%	\$106.55	6.3%	8.0%	1.6%	2.8%
South Carolina	69.9%	-0.1%	\$112.43	3.9%	\$78.60	3.8%	5.6%	1.8%	1.6%
Year-to-Date: January through March 2018									
United States	61.6%	0.9%	\$127.37	2.5%	\$78.46	3.5%	5.6%	2.0%	3.0%
South Atlantic**	66.5%	0.6%	\$134.75	3.7%	\$89.60	4.3%	6.0%	1.6%	2.1%
South Carolina	58.5%	-0.9%	\$100.38	3.1%	\$58.75	2.2%	4.1%	1.9%	1.0%

*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

		Apr 2018	May 2018	Jun 2018
STR, Inc. <i>As of February 2018</i>	Occupancy Forecast	72.0%	66.6%	75.2%
	% Chg vs same month in previous year	-3.0%	-1.4%	1.3%
TravelClick <i>From Bookings as of 4/5/18</i>	Occupancy from Current Bookings	39.8%	16.4%	10.3%
	% Chg vs same month in previous year	-2.6%	-4.5%	-3.2%

Source: STR, Inc. and TravelClick