

South Carolina Statewide Lodging Outlook Report
April 2021

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
	April 2021	% Chg	April 2021	% Chg	April 2021	% Chg	% Chg	% Chg	% Chg
Current Month: April 2021									
United States	57.5%	136.1%	\$110.34	51.1%	\$63.46	256.8%	314.2%	16.1%	174.2%
South Atlantic**	64.1%	159.7%	\$128.46	80.2%	\$82.35	367.9%	460.7%	19.8%	211.2%
South Carolina	67.6%	162.0%	\$124.46	84.5%	\$84.10	383.4%	438.7%	11.5%	191.9%
Year-to-Date: January through April 2021									
	Jan-Apr 2021	% Chg	Jan-Apr 2021	% Chg	Jan-Apr 2021	% Chg	% Chg	% Chg	% Chg
United States	49.2%	7.8%	\$102.58	-12.8%	\$50.45	-6.0%	-4.1%	2.0%	10.0%
South Atlantic**	54.7%	10.7%	\$118.32	-5.9%	\$64.68	4.1%	7.9%	3.6%	14.7%
South Carolina	52.2%	21.1%	\$101.19	11.8%	\$52.84	35.4%	41.1%	4.2%	26.1%

*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

Note: When analyzing comparisons between 2021 and 2020, the significant negative impacts of the Covid-19 pandemic should be taken into account.

Source: STR, Inc.