

South Carolina Statewide Lodging Outlook Report
July 2020

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
	July 2020	% Chg	July 2020	% Chg	July 2020	% Chg	% Chg	% Chg	% Chg
Current Month: July 2020									
United States	47.0%	-36.1%	\$101.76	-24.8%	\$47.84	-52.0%	-53.9%	-4.0%	-38.7%
South Atlantic**	47.0%	-35.4%	\$106.41	-16.4%	\$50.06	-46.0%	-48.2%	-4.1%	-38.1%
South Carolina	50.8%	-30.2%	\$118.39	-17.6%	\$60.10	-42.5%	-41.5%	1.7%	-29.0%
Year-to-Date: January through July 2020									
	Jan-July 2020	% Chg	Jan-July 2020	% Chg	Jan-July 2020	% Chg	% Chg	% Chg	% Chg
United States	43.7%	-34.7%	\$107.91	-18.1%	\$47.17	-46.6%	-48.8%	-4.2%	-37.5%
South Atlantic**	46.4%	-33.8%	\$115.29	-13.4%	\$53.45	-42.6%	-45.3%	-4.7%	-36.9%
South Carolina	45.2%	-31.3%	\$99.69	-17.8%	\$45.04	-43.5%	-43.2%	0.4%	-31.0%

*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.