

South Carolina Statewide Lodging Outlook Report
October

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
	October 2015	% Chg	October 2015	% Chg	October 2015	% Chg	% Chg	% Chg	% Chg
Current Month: October 2015	October 2015	% Chg	October 2015	% Chg	October 2015	% Chg	% Chg	% Chg	% Chg
United States	69.1%	1.6%	\$124.01	4.8%	\$85.67	6.5%	7.9%	1.3%	2.9%
South Atlantic**	67.8%	1.6%	\$114.81	4.6%	\$77.89	6.4%	7.6%	1.1%	2.8%
South Carolina	62.9%	0.4%	\$98.54	2.5%	\$61.95	2.9%	3.9%	1.0%	1.4%
Year-to-Date: January through October 2015	Jan-Oct 2015	% Chg	Jan-Oct 2015	% Chg	Jan-Oct 2015	% Chg	% Chg	% Chg	% Chg
United States	67.4%	1.9%	\$120.75	4.7%	\$81.43	6.7%	7.8%	1.1%	3.0%
South Atlantic**	68.2%	2.7%	\$117.25	5.2%	\$79.96	8.0%	8.9%	0.9%	3.6%
South Carolina	64.5%	1.5%	\$107.76	5.0%	\$69.48	6.6%	7.5%	0.9%	2.4%

*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

		November 2015	December 2015	January 2016
STR, Inc. <i>From October 2015 Forecast Report</i>	Occupancy Forecast	52.9%	43.4%	43.6%
	% Chg vs same month in 2014	2.0%	-1.9%	-3.6%
TravelClick <i>From Bookings as of 11/15/15</i>	Occupancy from Current Bookings	44.8%	12.2%	3.2%
	% Chg vs same month in 2014	8.5%	10.3%	-3.7%

Source: STR, Inc. and TravelClick