

South Carolina Statewide Lodging Outlook Report
July 2018

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
	July 2018	% Chg	July 2018	% Chg	July 2018	% Chg	% Chg	% Chg	% Chg
Current Month: July 2018									
United States	73.6%	-0.2%	\$133.44	2.0%	\$98.17	1.8%	3.9%	2.1%	1.9%
South Atlantic**	73.2%	-0.8%	\$125.43	1.3%	\$91.76	0.4%	2.2%	1.7%	0.9%
South Carolina	73.9%	-0.5%	\$144.37	2.6%	\$106.71	2.0%	3.9%	1.8%	1.3%
Year-to-Date: January through July 2018	Jan-Jul 2018	% Chg	Jan-Jul 2018	% Chg	Jan-Jul 2018	% Chg	% Chg	% Chg	% Chg
United States	67.1%	0.8%	\$130.06	2.6%	\$87.22	3.5%	5.6%	2.0%	2.9%
South Atlantic**	70.0%	0.4%	\$131.08	3.1%	\$91.73	3.4%	5.2%	1.7%	2.0%
South Carolina	66.3%	-0.5%	\$120.66	2.6%	\$80.00	2.1%	4.1%	1.9%	1.5%

*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

		Aug 2018	Sep 2018	Oct 2018
STR, Inc.	Occupancy Forecast	68.3%	64.8%	64.5%
<i>As of May 2018</i>	% Chg vs same month in previous year	-1.0%	4.8%	-1.0%

Source: STR, Inc.