

North Central Neighborhood Association

Hotel Market Overview & Charleston Tourism Commission Updates

Charleston, SC

September 15, 2026

Charleston Area Hotel Data & Trends (Metro Area)

- 2024: (Explore Charleston Data)
 - Hotel Occ: 70.2%
 - Average Daily Rate: \$182
 - Average Spend Per Adult: \$1105.00
- 2025: (Explore Charleston Data)
 - Hotel Occ: 70.1%
 - Average Daily Rate \$188
 - Average Spend Per Adult: \$1212.00
- 2026 Forecast (Colliers + Yours Truly)
 - Hotel Occ: Flat ~ 70%
 - ADR: ++ (Cooper + New Supply Performance)
 - Average Spend Per Adult: ++ (Inflation/New Supply Performance)

Charleston Hotel Development (Select Metro Area)

- Active Projects
 - Four Seasons Meeting Street (139 + Residences)
 - Limelight Hotel King/Society St (50)
 - Charleston Harbor Resorts (271)
 - Courier Square Phase III (50? 100? + Residences)
 - Magnolia Landing (up to 1080)
- Projects in the Ether
 - John's Island – Jubilee Hotel (75 + Cottages)
 - Daniel Island – Bellinger Hotel on Hold
 - Kiawah Island/Shem Creek/Mt P - Multiple Proposals
 - Hilton Curio Collection Rebrand Downtown
- Completed - 2026
 - The Cooper Hotel – Independent Luxury (212)
 - The Lowline Hotel – Hyatt Joie de Vivre/Lifestyle (191)
 - Live Oak – Marriott Tribute Collection/Lifestyle (120)

Charleston Tourism + Bloomberg Associates

- Bloomberg Engagement
 - Overhaul Approach to Responsible Tourism in the City – The Charleston Standard
 - “Charleston’s popularity has reached a tipping point” – *Post & Courier* June 2026
- Recommendations to the City of Charleston
 - New Tourism Marketing Frameworks
 - Promote Black & Locally Owned Businesses
 - Enhanced Resident Engagement/Reduced Resident Disruption
 - Resident Connection to Charleston’s Cultural Richness
 - Sales Tax/Economic Opportunities
- Next Steps – Tourism Commission
 - Deliver Distilled Recommendations to City
 - Review and Submit Feedback by October 8th
 - [Charleston Standard Tourism Survey](#)