

Lodging Outlook Survey
December 2011 Compared With December 2010

Operating Performance - December												
Segment	Occupancy Percent			Average Room Rate			RevPAR**			Room Revenue	Rooms Available	Rooms Sold
	2011	2010	% Chg	2011	2010	% Chg	2011	2010	% Chg	% Chg	% Chg	% Chg
United States	47.6	45.8	4.1	99.67	96.41	3.4	47.48	44.12	7.6	8.1	0.5	4.6
South Atlantic	48.2	46.5	3.7	94.42	91.88	2.8	45.54	42.72	6.6	6.7	0.1	3.9
South Carolina	38.0	36.6	3.8	71.13	67.95	4.7	26.99	24.85	8.6	8.5	-0.1	3.7
Savannah, GA	48.8	47.3	3.1	77.17	75.73	1.9	37.63	35.81	5.1	5.1	0.0	3.1
Myrtle Beach, SC*	25.4	24.3	4.7	59.52	57.39	3.7	15.12	13.92	8.6	9.6	0.9	5.7
Martinez/Aiken/I-20****	39.0	41.8	-6.9	64.63	64.45	0.3	25.18	26.96	-6.6	-6.7	-0.1	-7.0
Rock Hill/Monroe****	48.1	42.5	13.1	65.87	63.45	3.8	31.66	26.98	17.4	15.9	-1.2	11.7
Spartanburg	45.5	45.3	0.5	60.03	57.52	4.4	27.33	26.06	4.9	10.0	4.9	5.4
Greenville	49.4	45.2	9.2	65.89	62.26	5.8	32.53	28.14	15.6	15.8	0.1	9.4
Anderson/Clemson	38.2	33.7	13.3	65.46	63.59	2.9	24.99	21.43	16.6	8.0	-7.3	5.0
Columbia East	39.9	42.2	-5.5	77.32	73.14	5.7	30.82	30.83	0.0	0.7	0.8	-4.7
Columbia West	44.9	41.2	9.0	55.09	54.43	1.2	24.71	22.40	10.3	8.3	-1.9	7.0
Florence/Dillon	45.0	44.3	1.6	59.38	58.33	1.8	26.72	25.82	3.5	2.1	-1.3	0.3
Orangeburg/Sumter	41.9	42.0	-0.1	63.79	62.26	2.5	26.74	26.12	2.4	2.4	0.0	-0.1
Hilton Head/Beaufort	32.2	28.4	13.5	88.72	84.44	5.1	28.59	23.98	19.2	17.5	-1.5	11.8
I-95 Walterboro/Hardeeville	41.1	40.0	2.7	57.16	54.90	4.1	23.48	21.97	6.9	6.9	0.0	2.7
South Carolina Small Towns	32.4	33.0	-1.8	61.56	60.03	2.6	19.92	19.79	0.7	0.6	0.0	-1.9
North Charleston	38.4	37.4	2.5	62.37	59.75	4.4	23.94	22.37	7.0	3.1	-3.7	-1.2
Charleston Airport	43.9	47.9	-8.4	63.96	62.40	2.5	28.08	29.90	-6.1	-7.2	-1.2	-9.4
Charleston/West Ashley	59.2	55.1	7.6	134.70	126.63	6.4	79.80	69.74	14.4	15.8	1.2	8.9
Mount Pleasant/Isle Of Palms	36.9	31.6	16.8	90.94	92.52	-1.7	33.59	29.25	14.8	14.8	0.0	16.8
Myrtle Beach North Area	22.1	21.5	3.1	70.33	66.24	6.2	15.57	14.22	9.5	9.5	0.0	3.1
Myrtle Beach & South	27.0	25.6	5.3	55.23	53.76	2.7	14.91	13.78	8.2	9.7	1.4	6.8

Operating Performance - January-December Year to Date												
Segment	Occupancy Percent			Average Room Rate			RevPAR**			Room Revenue	Rooms Available	Rooms Sold
	2011	2010	% Chg	2011	2010	% Chg	2011	2010	% Chg	% Chg	% Chg	% Chg
United States	60.1	57.5	4.4	101.64	98.06	3.7	61.06	56.43	8.2	8.8	0.6	5.0
South Atlantic	59.5	57.1	4.2	100.02	97.40	2.7	59.56	55.65	7.0	7.2	0.2	4.4
South Carolina	54.8	53.6	2.3	87.41	84.90	3.0	47.91	45.49	5.3	5.1	-0.2	2.0
Savannah, GA	61.1	59.2	3.3	88.15	85.42	3.2	53.88	50.55	6.6	6.7	0.1	3.4
Myrtle Beach, SC*	49.6	50.3	-1.3	99.26	95.50	3.9	49.24	47.99	2.6	2.2	-0.4	-1.7
Martinez/Aiken/I-20****	54.9	53.3	3.0	75.89	73.94	2.6	41.68	39.44	5.7	7.1	1.4	4.4
Rock Hill/Monroe****	59.1	55.5	6.5	72.10	68.66	5.0	42.57	38.08	11.8	12.0	0.2	6.7
Spartanburg	53.5	53.0	1.1	62.59	60.25	3.9	33.50	31.91	5.0	5.0	0.0	1.1
Greenville	60.9	56.9	7.0	70.00	67.43	3.8	42.63	38.39	11.1	11.5	0.4	7.4
Anderson/Clemson	52.4	46.2	13.3	71.12	70.09	1.5	37.24	32.40	14.9	11.5	-3.0	9.9
Columbia East	61.5	58.5	5.1	81.55	79.16	3.0	50.13	46.30	8.3	7.2	-0.9	4.1
Columbia West	58.0	53.4	8.7	59.67	59.45	0.4	34.63	31.73	9.1	9.0	-0.1	8.6
Florence/Dillon	50.4	51.0	-1.3	62.06	59.91	3.6	31.27	30.58	2.2	0.5	-1.7	-3.0
Orangeburg/Sumter	51.4	48.8	5.3	66.23	64.40	2.8	34.05	31.43	8.3	8.3	0.0	5.4
Hilton Head/Beaufort	52.5	52.9	-0.7	120.21	117.78	2.1	63.16	62.33	1.3	1.6	0.3	-0.5
I-95 Walterboro/Hardeeville	41.0	43.2	-5.1	55.87	54.97	1.6	22.89	23.73	-3.5	-2.2	1.4	-3.8
South Carolina Small Towns	45.0	45.9	-1.9	70.25	69.98	0.4	31.60	32.09	-1.5	-1.5	0.0	-1.9
North Charleston	52.6	47.5	10.8	66.33	64.12	3.5	34.90	30.45	14.6	11.4	-2.8	7.7
Charleston Airport	65.4	64.5	1.3	71.19	70.20	1.4	46.54	45.30	2.7	4.3	1.5	2.9
Charleston/West Ashley	75.6	73.1	3.4	150.24	142.94	5.1	113.65	104.53	8.7	8.8	0.0	3.5
Mount Pleasant/Isle Of Palms	61.6	58.5	5.3	127.49	125.12	1.9	78.50	73.17	7.3	7.2	0.0	5.2
Myrtle Beach North Area	47.1	47.9	-1.8	120.00	115.83	3.6	56.51	55.54	1.7	1.1	-0.6	-2.4
Myrtle Beach & South	50.8	51.4	-1.1	89.98	86.32	4.2	45.74	44.34	3.1	2.8	-0.3	-1.4

Segment	Participation			
	Properties***		Rooms	
	Census	Sample	Census	Sample
United States	50,840	29,646	4,806,101	3,455,439
South Atlantic	10,818	6,773	1,118,265	844,142
South Carolina	1,060	618	101,980	65,089
Savannah, GA	166	124	15,026	12,509
Myrtle Beach, SC*	205	64	28,200	10,007
Martinez/Aiken/I-20****	61	42	4,548	3,575
Rock Hill/Monroe****	71	55	6,470	5,335
Spartanburg	52	31	4,295	2,760
Greenville	80	60	8,516	7,082
Anderson/Clemson	38	26	2,743	2,080
Columbia East	57	49	5,334	4,973
Columbia West	65	48	5,888	4,716
Florence/Dillon	56	37	4,965	3,571
Orangeburg/Sumter	67	36	4,226	2,567
Hilton Head/Beaufort	46	33	6,034	4,374
I-95 Walterboro/Hardeeville	44	29	3,025	2,259
South Carolina Small Towns	124	52	6,913	3,739
North Charleston	35	22	2,433	1,776
Charleston Airport	56	43	6,194	5,150
Charleston/West Ashley	51	30	6,195	4,364
Mount Pleasant/Isle Of Palms	23	20	2,779	2,609
Myrtle Beach North Area	62	27	9,200	4,457
Myrtle Beach & South	143	37	19,000	5,550

* Myrtle Beach is the combination of Myrtle Beach North Area/Conway and Myrtle Beach & South.
 ** RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.
 *** Hotels with 10 or more rooms only
 **** Rock Hill/Monroe includes parts of Charlotte, Matthews, Monroe, and Pineville in NC, in addition to Rock Hill/York County in SC.
 ***** Martinez/Aiken/I-20 includes parts of Septemba, Grovetown, Martinez and Thomson in GA in addition to the Aiken area in SC.
 NOTE: Unless noted above, segments are mutually exclusive, i.e., properties reported in Florence/Dillon are not included in the I-95 Corridor.

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