

Lodging Outlook Survey
February 2011 Compared With February 2010

Operating Performance - February												
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	55.7	53.0	5.2	98.95	96.51	2.5	55.15	51.13	7.9	8.9	1.0	6.2
South Atlantic	59.0	55.6	6.2	102.11	102.13	0.0	60.28	56.78	6.2	6.8	0.6	6.9
South Carolina	48.6	45.9	5.9	73.03	70.84	3.1	35.47	32.49	9.2	9.4	0.2	6.1
Savannah, GA	61.7	57.9	6.5	83.06	81.87	1.5	51.23	47.42	8.0	9.2	1.1	7.7
Myrtle Beach, SC*	35.9	32.9	9.0	66.40	62.77	5.8	23.81	20.65	15.3	13.9	-1.2	7.7
Martinez/Aiken/I-20****	56.4	51.3	10.1	67.60	66.48	1.7	38.14	34.07	11.9	14.0	1.9	12.2
Rock Hill/Monroe****	55.9	55.1	1.4	72.50	66.44	9.1	40.52	36.62	10.6	12.2	1.4	2.8
Spartanburg	52.0	50.2	3.7	63.04	58.33	8.1	32.81	29.27	12.1	12.1	0.0	3.7
Greenville	59.5	54.8	8.6	69.93	67.13	4.2	41.62	36.79	13.1	15.8	2.4	11.2
Anderson/Clemson	47.5	43.6	9.0	66.38	63.84	4.0	31.55	27.82	13.4	15.8	2.2	11.4
Columbia East	67.5	60.4	11.7	78.61	78.24	0.5	53.10	47.29	12.3	10.5	-1.6	10.0
Columbia West	57.3	55.1	3.9	58.20	58.24	-0.1	33.32	32.09	3.8	7.5	3.6	7.6
Florence/Dillon	49.6	51.5	-3.7	59.88	57.05	5.0	29.68	29.36	1.1	0.3	-0.7	-4.4
Orangeburg/Sumter	52.7	47.1	11.9	64.99	62.53	3.9	34.23	29.43	16.3	16.3	0.0	11.9
Hilton Head/Beaufort	34.8	39.5	-12.0	85.94	85.30	0.8	29.92	33.73	-11.3	-8.9	2.7	-9.6
I-95 Walterboro/Hardeeville	41.7	42.7	-2.3	55.04	55.22	-0.3	22.95	23.56	-2.6	-2.8	-0.2	-2.5
South Carolina Small Towns	44.0	41.7	5.6	60.61	61.24	-1.0	26.68	25.54	4.5	4.5	0.0	5.6
North Charleston	44.2	45.5	-2.7	61.25	61.36	-0.2	27.09	27.91	-2.9	-3.0	0.0	-2.8
Charleston Airport	64.6	57.4	12.5	68.69	67.69	1.5	44.38	38.87	14.2	17.0	2.5	15.3
Charleston/West Ashley	68.5	64.6	5.9	135.30	131.69	2.7	92.62	85.12	8.8	6.9	-1.8	4.0
Mount Pleasant/Isle Of Palms	49.5	47.7	3.6	91.31	83.98	8.7	45.16	40.09	12.7	12.6	-0.1	3.5
Myrtle Beach North Area	34.5	33.3	3.6	77.87	72.28	7.7	26.88	24.07	11.7	11.4	-0.2	3.4
Myrtle Beach & South	36.5	32.7	11.6	61.19	58.18	5.2	22.34	19.03	17.4	15.4	-1.6	9.8

Operating Performance - January-February 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	51.5	48.8	5.4	97.89	95.30	2.7	50.41	46.54	8.3	9.4	1.0	6.5
South Atlantic	53.8	51.4	4.8	99.51	99.32	0.2	53.58	51.02	5.0	5.7	0.6	5.5
South Carolina	42.7	41.0	4.0	71.03	69.13	2.7	30.30	28.36	6.8	7.0	0.2	4.1
Savannah, GA	54.0	51.1	5.6	80.04	79.75	0.4	43.20	40.74	6.0	7.2	1.1	6.8
Myrtle Beach, SC*	29.5	28.4	3.7	62.77	60.08	4.5	18.49	17.07	8.3	7.1	-1.1	2.5
Martinez/Aiken/I-20****	51.2	46.8	9.3	67.39	66.60	1.2	34.49	31.20	10.5	12.6	1.9	11.3
Rock Hill/Monroe****	50.2	48.8	3.0	70.90	64.99	9.1	35.59	31.69	12.3	13.9	1.4	4.4
Spartanburg	48.1	44.8	7.3	61.32	58.69	4.5	29.49	26.31	12.1	12.1	0.0	7.3
Greenville	53.1	50.2	5.8	68.09	66.17	2.9	36.19	33.24	8.9	11.5	2.4	8.3
Anderson/Clemson	42.1	39.6	6.2	65.58	63.10	3.9	27.60	25.00	10.4	12.8	2.2	8.5
Columbia East	58.9	52.1	13.0	78.59	77.62	1.3	46.30	40.45	14.5	11.6	-2.5	10.2
Columbia West	50.7	49.8	1.7	57.19	57.57	-0.7	28.99	28.69	1.1	4.7	3.6	5.4
Florence/Dillon	45.5	48.5	-6.1	59.29	57.06	3.9	26.98	27.65	-2.4	-3.2	-0.7	-6.8
Orangeburg/Sumter	48.3	44.4	8.6	65.22	62.75	3.9	31.47	27.89	12.8	12.9	0.0	8.6
Hilton Head/Beaufort	31.6	33.6	-6.0	84.89	83.35	1.8	26.84	28.04	-4.3	-1.7	2.7	-3.5
I-95 Walterboro/Hardeeville	39.1	41.7	-6.2	54.84	55.45	-1.1	21.42	23.10	-7.3	-7.5	-0.2	-6.5
South Carolina Small Towns	38.3	37.6	1.6	60.66	60.82	-0.3	23.21	22.89	1.4	1.4	0.0	1.7
North Charleston	40.3	41.9	-3.8	60.89	60.35	0.9	24.53	25.27	-2.9	-2.9	0.0	-3.8
Charleston Airport	58.2	53.5	8.9	66.68	66.26	0.6	38.83	35.44	9.6	12.0	2.2	11.3
Charleston/West Ashley	60.3	56.9	5.9	128.36	125.91	1.9	77.38	71.66	8.0	6.1	-1.8	4.0
Mount Pleasant/Isle Of Palms	41.1	39.3	4.7	89.12	82.60	7.9	36.63	32.44	12.9	12.8	-0.1	4.6
Myrtle Beach North Area	28.1	29.8	-5.7	72.29	69.51	4.0	20.33	20.74	-2.0	-2.2	-0.2	-5.9
Myrtle Beach & South	30.1	27.7	8.5	58.47	55.24	5.9	17.60	15.32	14.9	13.1	-1.5	6.9

Segment	Participation			
	Properties***		Rooms	
	Census	Sample	Census	Sample
United States	51,080	28,831	4,807,744	3,394,747
South Atlantic	10,920	6,717	1,123,565	839,514
South Carolina	1,091	600	104,171	62,792
Savannah, GA	164	123	14,894	12,283
Myrtle Beach, SC*	222	56	29,067	8,558
Martinez/Aiken/I-20****	61	42	4,558	3,592
Rock Hill/Monroe****	72	53	6,550	5,230
Spartanburg	52	31	4,295	2,640
Greenville	68	51	7,711	6,501
Anderson/Clemson	52	36	3,777	2,728
Columbia East	58	50	5,396	5,087
Columbia West	66	47	6,000	4,648
Florence/Dillon	58	37	5,052	3,629
Orangeburg/Sumter	68	32	4,269	2,235
Hilton Head/Beaufort	49	32	6,639	4,259
I-95 Walterboro/Hardeeville	46	27	3,067	2,093
South Carolina Small Towns	127	52	7,070	3,709
North Charleston	36	23	2,525	1,866
Charleston Airport	56	42	6,267	5,179
Charleston/West Ashley	49	29	5,994	4,188
Mount Pleasant/Isle Of Palms	23	20	2,779	2,609
Myrtle Beach North Area	65	23	9,441	3,613
Myrtle Beach & South	157	33	19,626	4,945

* 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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