

Lodging Outlook Survey
July 2011 Compared With July 2010

Operating Performance - July												
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	69.9	67.9	2.9	103.09	99.23	3.9	72.07	67.41	6.9	7.7	0.7	3.6
South Atlantic	67.7	66.1	2.5	100.00	96.98	3.1	67.72	64.08	5.7	5.9	0.2	2.7
South Carolina	70.3	70.8	-0.7	108.03	105.72	2.2	75.97	74.90	1.4	1.3	-0.2	-0.9
Savannah, GA	67.5	69.5	-2.8	87.12	86.55	0.7	58.84	60.15	-2.2	-2.2	0.0	-2.9
Myrtle Beach, SC*	83.8	87.1	-3.8	144.32	139.27	3.6	120.89	121.29	-0.3	-0.6	-0.2	-4.0
Martinez/Aiken/I-20****	61.7	59.4	4.0	69.69	67.38	3.4	43.01	40.00	7.5	9.7	2.0	6.0
Rock Hill/Monroe****	63.9	61.5	3.8	71.14	70.12	1.5	45.42	43.13	5.3	6.6	1.2	5.1
Spartanburg	57.4	60.6	-5.2	62.15	61.04	1.8	35.70	37.00	-3.5	-3.5	0.0	-5.2
Greenville	62.9	61.2	2.8	68.36	66.88	2.2	43.00	40.93	5.1	4.8	-0.2	2.6
Anderson/Clemson	57.1	51.1	11.8	65.09	65.25	-0.2	37.16	33.32	11.5	5.2	-5.7	5.4
Columbia East	64.1	64.9	-1.4	78.46	76.23	2.9	50.26	49.50	1.5	3.6	2.0	0.6
Columbia West	61.2	56.6	8.2	59.67	59.23	0.7	36.54	33.51	9.0	9.0	0.0	8.2
Florence/Dillon	60.0	58.4	2.7	62.65	61.58	1.7	37.58	35.99	4.4	4.4	0.0	2.6
Orangeburg/Sumter	59.1	56.5	4.6	68.83	67.97	1.3	40.69	38.40	6.0	6.0	0.0	4.7
Hilton Head/Beaufort	79.2	80.1	-1.1	153.71	150.66	2.0	121.66	120.63	0.9	1.7	0.8	-0.3
I-95 Walterboro/Hardeeville	46.4	48.7	-4.8	56.51	55.81	1.3	26.20	27.17	-3.6	-3.6	0.0	-4.8
South Carolina Small Towns	52.8	57.7	-8.5	84.03	82.61	1.7	44.40	47.69	-6.9	-6.9	0.0	-8.5
North Charleston	63.3	58.1	9.1	70.78	67.32	5.1	44.82	39.08	14.7	10.4	-3.7	5.1
Charleston Airport	75.9	75.8	0.1	74.70	72.09	3.6	56.72	54.67	3.7	5.1	1.3	1.4
Charleston/West Ashley	83.6	83.8	-0.3	141.38	135.71	4.2	118.24	113.79	3.9	3.9	0.0	-0.3
Mount Pleasant/Isle Of Palms	80.8	79.7	1.4	162.62	160.45	1.4	131.47	127.92	2.8	2.8	0.0	1.4
Myrtle Beach North Area	80.4	83.1	-3.2	176.16	165.43	6.5	141.70	137.44	3.1	2.3	-0.8	-3.9
Myrtle Beach & South	85.4	89.1	-4.1	129.79	127.35	1.9	110.81	113.41	-2.3	-2.3	0.0	-4.1

Operating Performance - January-July 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	60.7	58.1	4.6	100.96	97.57	3.5	61.33	56.67	8.2	9.1	0.8	5.4
South Atlantic	61.9	59.2	4.6	102.32	99.85	2.5	63.30	59.07	7.2	7.5	0.4	4.9
South Carolina	57.9	56.1	3.3	89.60	86.92	3.1	51.88	48.74	6.4	6.2	-0.2	3.1
Savannah, GA	64.1	62.1	3.2	89.88	87.46	2.8	57.59	54.31	6.0	6.2	0.2	3.4
Myrtle Beach, SC*	53.8	53.2	1.2	104.52	100.19	4.3	56.26	53.30	5.6	4.8	-0.7	0.4
Martinez/Aiken/I-20****	58.0	55.0	5.5	80.63	78.39	2.9	46.77	43.10	8.5	10.6	1.9	7.5
Rock Hill/Monroe****	60.4	56.6	6.6	72.79	68.21	6.7	43.95	38.63	13.8	15.3	1.3	8.0
Spartanburg	54.2	53.2	1.8	62.61	60.15	4.1	33.90	31.99	6.0	4.6	-1.3	0.5
Greenville	61.8	59.1	4.4	70.67	67.80	4.2	43.65	40.09	8.9	9.7	0.8	5.2
Anderson/Clemson	52.3	47.3	10.4	66.49	65.13	2.1	34.74	30.83	12.7	12.9	0.2	10.6
Columbia East	65.4	60.3	8.6	80.58	78.40	2.8	52.73	47.24	11.6	9.3	-2.1	6.3
Columbia West	59.9	55.1	8.8	59.59	60.00	-0.7	35.72	33.04	8.1	9.9	1.7	10.7
Florence/Dillon	52.9	55.5	-4.7	62.72	60.59	3.5	33.20	33.64	-1.3	-2.8	-1.5	-6.1
Orangeburg/Sumter	55.1	51.5	7.1	66.35	64.78	2.4	36.58	33.35	9.7	9.7	0.0	7.1
Hilton Head/Beaufort	56.8	57.1	-0.5	126.13	122.01	3.4	71.68	69.68	2.9	5.2	2.3	1.8
I-95 Walterboro/Hardeeville	43.4	45.7	-5.2	56.32	55.68	1.1	24.42	25.46	-4.1	-4.3	-0.2	-5.3
South Carolina Small Towns	48.2	49.4	-2.4	70.88	70.67	0.3	34.18	34.92	-2.1	-2.1	0.0	-2.4
North Charleston	55.3	50.3	9.9	67.20	64.93	3.5	37.15	32.65	13.8	11.4	-2.1	7.6
Charleston Airport	70.8	66.2	7.0	71.72	71.38	0.5	50.74	47.22	7.5	8.7	1.2	8.2
Charleston/West Ashley	77.9	75.2	3.5	151.74	145.07	4.6	118.15	109.08	8.3	7.8	-0.5	3.1
Mount Pleasant/Isle Of Palms	65.9	62.7	5.1	132.09	128.65	2.7	87.00	80.64	7.9	7.8	-0.1	5.0
Myrtle Beach North Area	50.8	51.1	-0.6	126.25	120.21	5.0	64.13	61.42	4.4	3.6	-0.8	-1.4
Myrtle Beach & South	55.3	54.2	2.0	94.77	90.97	4.2	52.41	49.33	6.2	5.5	-0.7	1.2

Segment	Participation			
	Properties***		Rooms	
	Census	Sample	Census	Sample
United States	52,418	29,775	4,880,399	3,463,744
South Atlantic	11,072	6,820	1,131,725	848,425
South Carolina	1,077	623	102,932	65,132
Savannah, GA	165	123	14,903	12,489
Myrtle Beach, SC*	220	67	28,903	9,911
Martinez/Aiken/I-20****	61	43	4,558	3,691
Rock Hill/Monroe****	72	55	6,536	5,334
Spartanburg	52	31	4,295	2,760
Greenville	67	52	7,701	6,560
Anderson/Clemson	51	35	3,560	2,679
Columbia East	57	50	5,336	5,087
Columbia West	66	48	6,000	4,716
Florence/Dillon	57	38	5,025	3,677
Orangeburg/Sumter	67	34	4,224	2,366
Hilton Head/Beaufort	47	33	6,125	4,374
I-95 Walterboro/Hardeeville	43	28	2,965	2,199
South Carolina Small Towns	125	52	6,952	3,739
North Charleston	35	23	2,433	1,835
Charleston Airport	56	43	6,269	5,225
Charleston/West Ashley	50	31	6,116	4,329
Mount Pleasant/Isle Of Palms	23	20	2,779	2,609
Myrtle Beach North Area	65	27	9,429	4,085
Myrtle Beach & South	155	40	19,474	5,826

* "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 Septempera, 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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