

Lodging Outlook Survey
May 2011 Compared With May 2010

Operating Performance - May												
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	61.5	58.8	4.6	101.54	97.61	4.0	62.47	57.43	8.8	9.6	0.8	5.4
South Atlantic	61.2	58.1	5.3	101.65	97.90	3.8	62.19	56.89	9.3	9.7	0.3	5.6
South Carolina	59.6	56.4	5.6	92.14	86.87	6.1	54.94	49.03	12.0	11.8	-0.2	5.4
Savannah, GA	66.1	62.9	5.1	94.42	90.74	4.1	62.38	57.07	9.3	9.2	-0.1	4.9
Myrtle Beach, SC*	53.5	51.8	3.3	102.05	91.50	11.5	54.57	47.39	15.2	14.3	-0.8	2.5
Martinez/Aiken/I-20****	52.8	54.5	-3.2	69.60	67.61	2.9	36.73	36.86	-0.3	1.5	1.9	-1.4
Rock Hill/Monroe****	66.1	59.7	10.6	73.66	69.64	5.8	48.66	41.60	17.0	18.4	1.2	11.9
Spartanburg	56.9	54.0	5.3	63.87	61.63	3.6	36.33	33.28	9.1	9.1	0.0	5.3
Greenville	67.1	62.9	6.7	73.98	68.72	7.6	49.64	43.20	14.9	14.7	-0.2	6.5
Anderson/Clemson	55.6	46.7	19.2	68.43	67.80	0.9	38.08	31.65	20.3	22.9	2.2	21.8
Columbia East	63.7	57.5	10.7	81.67	79.06	3.3	52.00	45.47	14.4	12.6	-1.6	9.0
Columbia West	62.7	54.4	15.4	59.20	59.21	0.0	37.15	32.19	15.4	15.4	0.0	15.4
Florence/Dillon	50.7	56.5	-10.3	72.42	69.26	4.6	36.70	39.13	-6.2	-8.4	-2.3	-12.4
Orangeburg/Sumter	53.3	49.8	6.9	66.78	65.35	2.2	35.58	32.56	9.3	9.3	0.0	6.9
Hilton Head/Beaufort	60.9	58.8	3.5	133.00	124.63	6.7	81.02	73.32	10.5	13.7	2.9	6.6
I-95 Walterboro/Hardeeville	37.6	39.4	-4.8	55.10	53.99	2.0	20.69	21.29	-2.8	-3.0	-0.2	-5.0
South Carolina Small Towns	51.1	52.1	-2.0	71.36	71.11	0.4	36.45	37.07	-1.7	-1.7	0.0	-2.0
North Charleston	57.5	51.2	12.4	68.36	66.76	2.4	39.34	34.18	15.1	15.0	0.0	12.3
Charleston Airport	75.2	68.9	9.1	73.35	73.45	-0.1	55.15	50.61	9.0	9.4	0.4	9.5
Charleston/West Ashley	84.6	78.7	7.5	167.55	156.83	6.8	141.79	123.50	14.8	14.8	0.0	7.4
Mount Pleasant/Isle Of Palms	73.2	68.4	7.1	138.20	133.11	3.8	101.22	91.01	11.2	11.1	-0.1	7.0
Myrtle Beach North Area	49.3	48.2	2.2	129.01	117.99	9.3	63.58	56.88	11.8	10.9	-0.8	1.4
Myrtle Beach & South	55.5	53.5	3.7	90.59	80.08	13.1	50.27	42.84	17.3	16.4	-0.8	2.9

Operating Performance - January-May 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	57.5	54.7	5.2	100.17	96.97	3.3	57.61	53.00	8.7	9.6	0.8	6.1
South Atlantic	60.0	57.0	5.3	103.26	101.07	2.2	61.99	57.64	7.6	8.1	0.5	5.8
South Carolina	53.6	51.0	5.1	82.29	79.04	4.1	44.09	40.30	9.4	9.3	-0.1	5.0
Savannah, GA	63.0	60.0	5.0	90.28	87.61	3.0	56.91	52.61	8.2	8.5	0.3	5.3
Myrtle Beach, SC*	44.1	41.9	5.3	82.64	77.07	7.2	36.42	32.27	12.9	11.7	-1.1	4.1
Martinez/Aiken/I-20****	56.9	53.7	5.8	85.36	83.13	2.7	48.55	44.67	8.7	10.7	1.9	7.8
Rock Hill/Monroe****	58.6	54.3	7.9	72.79	67.19	8.3	42.65	36.47	16.9	18.5	1.4	9.4
Spartanburg	51.7	50.6	2.2	62.72	59.69	5.1	32.45	30.22	7.4	5.4	-1.8	0.3
Greenville	60.2	57.6	4.5	70.87	67.75	4.6	42.69	39.04	9.4	10.6	1.2	5.7
Anderson/Clemson	49.6	45.2	9.8	66.61	65.02	2.4	33.04	29.39	12.4	14.9	2.2	12.1
Columbia East	65.1	58.4	11.5	80.65	79.28	1.7	52.48	46.28	13.4	11.2	-1.9	9.3
Columbia West	58.6	54.4	7.8	59.38	59.96	-1.0	34.81	32.60	6.8	9.3	2.4	10.4
Florence/Dillon	51.6	54.8	-5.9	62.61	60.46	3.5	32.29	33.13	-2.5	-4.2	-1.7	-7.5
Orangeburg/Sumter	54.3	50.4	7.7	65.40	63.71	2.7	35.50	32.10	10.6	10.6	0.0	7.7
Hilton Head/Beaufort	49.1	49.3	-0.6	112.25	107.50	4.4	55.06	53.05	3.8	6.8	2.9	2.3
I-95 Walterboro/Hardeeville	42.7	45.0	-5.2	55.64	55.09	1.0	23.74	24.81	-4.3	-4.5	-0.2	-5.5
South Carolina Small Towns	46.5	46.1	0.9	65.98	66.11	-0.2	30.68	30.47	0.7	0.7	0.0	0.9
North Charleston	53.0	49.0	8.2	65.98	64.10	2.9	34.99	31.42	11.4	11.3	0.0	8.2
Charleston Airport	69.4	63.3	9.7	70.93	70.96	-0.1	49.21	44.89	9.6	10.8	1.1	10.9
Charleston/West Ashley	75.6	71.7	5.5	155.10	147.61	5.1	117.30	105.77	10.9	10.2	-0.7	4.9
Mount Pleasant/Isle Of Palms	60.8	57.0	6.7	119.01	114.12	4.3	72.40	65.06	11.3	11.2	-0.1	6.6
Myrtle Beach North Area	41.4	40.5	2.1	99.28	93.54	6.1	41.07	37.90	8.4	7.5	-0.8	1.3
Myrtle Beach & South	45.4	42.5	6.7	75.33	69.54	8.3	34.17	29.57	15.6	14.2	-1.2	5.4

Participation				
Segment	Properties***		Rooms	
	Census	Sample	Census	Sample
United States	52,397	29,212	4,874,637	3,424,681
South Atlantic	11,101	6,774	1,133,080	845,935
South Carolina	1,088	613	103,782	64,162
Savannah, GA	164	124	14,886	12,550
Myrtle Beach, SC*	223	61	29,140	9,382
Martinez/Aiken/I-20****	61	42	4,558	3,592
Rock Hill/Monroe****	72	53	6,536	5,156
Spartanburg	52	31	4,295	2,760
Greenville	67	52	7,701	6,560
Anderson/Clemson	52	37	3,777	2,768
Columbia East	58	50	5,396	5,087
Columbia West	66	47	6,000	4,648
Florence/Dillon	58	38	5,048	3,677
Orangeburg/Sumter	68	33	4,269	2,319
Hilton Head/Beaufort	47	33	6,125	4,374
I-95 Walterboro/Hardeeville	44	27	3,025	2,093
South Carolina Small Towns	127	52	7,070	3,709
North Charleston	36	23	2,525	1,835
Charleston Airport	56	43	6,267	5,223
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	23	9,429	3,613
Myrtle Beach & South	158	38	19,711	5,769

* "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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