

**Lodging Outlook Survey**  
October 2011 Compared With October 2010

Operating Performance - October												
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	63.1	61.3	2.9	104.99	101.01	3.9	66.20	61.90	7.0	7.6	0.6	3.6
South Atlantic	60.4	59.6	1.4	100.14	97.93	2.3	60.49	58.33	3.7	3.8	0.1	1.5
South Carolina	53.5	53.7	-0.6	83.62	81.73	2.3	44.70	43.93	1.8	1.7	-0.1	-0.6
Savannah, GA	64.4	62.7	2.6	92.45	89.41	3.4	59.52	56.09	6.1	6.1	0.0	2.6
Myrtle Beach, SC*	41.8	45.6	-8.2	76.37	75.90	0.6	31.94	34.57	-7.6	-7.2	0.5	-7.8
Martinez/Aiken/I-20****	52.2	53.5	-2.4	68.06	67.26	1.2	35.52	35.98	-1.3	-1.4	-0.1	-2.5
Rock Hill/Monroe****	61.9	58.5	5.8	73.07	71.17	2.7	45.20	41.61	8.6	8.8	0.2	6.0
Spartanburg	56.9	56.4	0.8	63.74	62.37	2.2	36.24	35.17	3.0	3.0	0.0	0.8
Greenville	67.5	58.9	14.7	72.99	70.46	3.6	49.27	41.48	18.8	18.5	-0.2	14.4
Anderson/Clemson	58.0	50.5	14.8	80.11	82.80	-3.2	46.50	41.86	11.1	2.9	-7.3	6.4
Columbia East	58.3	61.7	-5.5	84.95	83.15	2.2	49.54	51.33	-3.5	-2.8	0.7	-4.8
Columbia West	58.4	57.3	1.9	61.26	60.96	0.5	35.79	34.94	2.4	2.4	0.0	1.9
Florence/Dillon	47.5	46.6	1.9	60.29	57.28	5.3	28.66	26.71	7.3	6.0	-1.2	0.7
Orangeburg/Sumter	50.3	49.1	2.5	66.38	64.53	2.9	33.41	31.68	5.5	5.5	0.0	2.6
Hilton Head/Beaufort	50.2	52.8	-4.8	105.82	109.03	-2.9	53.15	57.55	-7.6	-8.3	-0.7	-5.5
I-95 Walterboro/Hardeeville	41.9	41.5	0.9	54.39	55.71	-2.4	22.77	23.12	-1.5	-1.5	0.0	0.9
South Carolina Small Towns	44.5	44.4	0.3	68.00	68.70	-1.0	30.25	30.47	-0.7	-0.8	0.0	0.3
North Charleston	55.5	50.0	11.0	65.35	63.76	2.5	36.28	31.90	13.7	9.6	-3.7	6.9
Charleston Airport	63.5	70.2	-9.6	71.17	71.77	-0.8	45.17	50.39	-10.4	-7.9	2.8	-7.1
Charleston/West Ashley	82.3	80.4	2.3	170.23	157.19	8.3	140.06	126.39	10.8	11.8	0.8	3.2
Mount Pleasant/Isle Of Palms	65.2	62.6	4.1	118.99	115.06	3.4	77.54	72.04	7.6	7.6	0.0	4.1
Myrtle Beach North Area	41.5	45.0	-7.8	93.60	93.29	0.3	38.87	42.00	-7.5	-8.0	-0.6	-8.3
Myrtle Beach & South	42.0	45.8	-8.4	68.00	67.37	0.9	28.53	30.87	-7.6	-6.7	1.0	-7.5

Operating Performance - January-October 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	61.8	59.2	4.4	101.85	98.30	3.6	62.93	58.17	8.2	8.9	0.7	5.1
South Atlantic	61.1	58.6	4.2	100.78	98.30	2.5	61.58	57.64	6.8	7.1	0.2	4.5
South Carolina	57.4	56.1	2.2	89.20	86.87	2.7	51.16	48.77	4.9	4.6	-0.3	1.8
Savannah, GA	62.8	60.8	3.3	88.93	86.62	2.7	55.86	52.65	6.1	6.2	0.1	3.5
Myrtle Beach, SC*	53.6	54.4	-1.5	102.59	99.10	3.5	54.99	53.92	2.0	1.3	-0.7	-2.2
Martinez/Aiken/I-20****	57.1	54.8	4.2	77.29	75.29	2.7	44.15	41.28	7.0	8.8	1.7	6.0
Rock Hill/Monroe****	60.3	57.2	5.3	72.74	68.90	5.6	43.83	39.43	11.2	11.7	0.5	5.8
Spartanburg	54.5	53.6	1.8	62.74	60.47	3.8	34.22	32.39	5.6	4.7	-0.9	0.9
Greenville	62.1	58.2	6.7	70.23	67.76	3.7	43.65	39.46	10.6	11.1	0.4	7.1
Anderson/Clemson	54.2	47.5	13.9	71.20	69.90	1.9	38.57	33.23	16.1	13.6	-2.1	11.5
Columbia East	64.1	60.7	5.6	81.45	79.45	2.5	52.18	48.21	8.2	6.9	-1.3	4.2
Columbia West	59.7	55.2	8.1	59.86	59.88	0.0	35.72	33.06	8.1	9.3	1.2	9.4
Florence/Dillon	51.2	52.6	-2.6	62.42	60.13	3.8	31.98	31.63	1.1	-0.7	-1.8	-4.4
Orangeburg/Sumter	52.8	49.9	5.9	66.52	64.62	2.9	35.14	32.24	9.0	9.0	0.0	5.9
Hilton Head/Beaufort	56.0	56.8	-1.4	124.04	121.56	2.0	69.42	69.02	0.6	1.2	0.6	-0.8
I-95 Walterboro/Hardeeville	41.3	43.9	-5.9	55.93	55.15	1.4	23.09	24.20	-4.6	-4.7	-0.1	-6.1
South Carolina Small Towns	46.8	47.9	-2.3	71.39	71.13	0.4	33.40	34.07	-2.0	-2.0	0.0	-2.3
North Charleston	54.6	49.0	11.5	66.78	64.68	3.3	36.46	31.67	15.1	12.1	-2.6	8.6
Charleston Airport	68.7	66.7	3.1	71.77	71.00	1.1	49.31	47.33	4.2	5.7	1.5	4.6
Charleston/West Ashley	77.9	75.6	3.1	151.62	144.32	5.1	118.13	109.10	8.3	8.0	-0.2	2.8
Mount Pleasant/Isle Of Palms	65.5	62.4	5.0	131.19	128.48	2.1	85.90	80.12	7.2	7.2	0.0	5.0
Myrtle Beach North Area	51.0	52.3	-2.4	124.30	119.64	3.9	63.45	62.57	1.4	0.6	-0.7	-3.1
Myrtle Beach & South	54.9	55.4	-1.1	92.65	89.56	3.4	50.83	49.66	2.4	1.7	-0.7	-1.7

Segment	Participation			
	Properties***		Rooms	
	Census	Sample	Census	Sample
United States	51,954	29,747	4,860,339	3,462,430
South Atlantic	10,982	6,799	1,126,312	846,484
South Carolina	1,067	621	102,499	65,215
Savannah, GA	166	124	15,026	12,509
Myrtle Beach, SC*	213	65	28,614	9,985
Martinez/Aiken/I-20****	61	42	4,553	3,575
Rock Hill/Monroe****	71	55	6,469	5,334
Spartanburg	52	31	4,295	2,760
Greenville	80	60	8,516	7,082
Anderson/Clemson	38	27	2,743	2,120
Columbia East	57	49	5,333	4,972
Columbia West	66	48	6,000	4,716
Florence/Dillon	56	38	4,965	3,677
Orangeburg/Sumter	67	36	4,226	2,567
Hilton Head/Beaufort	46	33	6,034	4,374
I-95 Walterboro/Hardeeville	43	28	2,965	2,199
South Carolina Small Towns	124	52	6,913	3,739
North Charleston	35	23	2,433	1,835
Charleston Airport	56	42	6,269	5,136
Charleston/West Ashley	50	31	6,170	4,383
Mount Pleasant/Isle Of Palms	23	20	2,779	2,609
Myrtle Beach North Area	65	26	9,429	4,234
Myrtle Beach & South	148	39	19,185	5,751

\* "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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