

Lodging Outlook Survey
September 2011 Compared With September 2010

Operating Performance - September												
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	63.3	59.9	5.7	103.40	99.41	4.0	65.47	59.54	10.0	10.7	0.6	6.4
South Atlantic	57.4	54.0	6.2	95.61	92.87	2.9	54.85	50.15	9.4	9.6	0.2	6.4
South Carolina	55.2	54.2	1.9	85.49	82.92	3.1	47.23	44.94	5.1	4.8	-0.3	1.7
Savannah, GA	60.4	56.3	7.3	87.81	87.00	0.9	53.06	48.97	8.4	8.3	0.0	7.3
Myrtle Beach, SC*	53.2	55.5	-4.2	86.96	86.01	1.1	46.29	47.78	-3.1	-3.4	-0.3	-4.5
Martinez/Aiken/I-20****	57.6	54.2	6.2	68.68	68.65	0.0	39.56	37.23	6.2	8.2	1.8	8.1
Rock Hill/Monroe****	58.3	58.1	0.4	71.92	70.79	1.6	41.94	41.10	2.0	3.4	1.3	1.7
Spartanburg	53.5	52.6	1.7	62.79	60.10	4.5	33.59	31.62	6.2	6.2	0.0	1.7
Greenville	64.7	58.1	11.3	71.19	69.80	2.0	46.04	40.55	13.6	13.3	-0.2	11.1
Anderson/Clemson	58.6	45.5	28.8	85.26	77.59	9.9	49.92	35.28	41.5	31.1	-7.3	19.3
Columbia East	58.7	59.6	-1.5	85.42	83.30	2.5	50.14	49.65	1.0	1.7	0.7	-0.8
Columbia West	58.6	54.2	8.2	61.42	59.69	2.9	35.99	32.33	11.3	11.3	0.0	8.2
Florence/Dillon	44.6	41.1	8.4	60.67	57.96	4.7	27.04	23.83	13.5	12.1	-1.2	7.1
Orangeburg/Sumter	45.5	43.4	5.0	66.93	63.13	6.0	30.46	27.37	11.3	11.3	0.0	5.0
Hilton Head/Beaufort	55.2	55.0	0.3	115.01	116.28	-1.1	63.44	63.94	-0.8	0.0	0.8	1.1
I-95 Walterboro/Hardeeville	32.9	36.7	-10.4	53.76	51.15	5.1	17.69	18.78	-5.8	-5.8	0.0	-10.4
South Carolina Small Towns	40.8	41.5	-1.8	71.85	70.01	2.6	29.31	29.08	0.8	0.7	-0.1	-1.9
North Charleston	51.1	41.8	22.2	65.29	64.47	1.3	33.36	26.95	23.8	19.2	-3.7	17.7
Charleston Airport	63.3	65.5	-3.3	71.83	69.28	3.7	45.46	45.35	0.3	3.0	2.8	-0.6
Charleston/West Ashley	78.5	73.7	6.5	150.68	139.43	8.1	118.31	102.79	15.1	15.1	0.0	6.5
Mount Pleasant/Isle Of Palms	62.6	57.4	9.0	124.66	122.08	2.1	78.01	70.12	11.3	11.3	0.0	9.0
Myrtle Beach North Area	50.6	52.7	-4.0	105.70	105.60	0.1	53.52	55.69	-3.9	-4.5	-0.6	-4.5
Myrtle Beach & South	54.5	56.9	-4.2	78.45	77.12	1.7	42.76	43.89	-2.6	-2.8	-0.2	-4.5

Operating Performance - January-September 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	61.6	58.9	4.6	101.45	97.97	3.6	62.54	57.74	8.3	9.1	0.7	5.3
South Atlantic	61.2	58.5	4.5	100.82	98.34	2.5	61.69	57.56	7.2	7.5	0.3	4.8
South Carolina	57.8	56.4	2.5	89.77	87.42	2.7	51.88	49.31	5.2	4.9	-0.3	2.2
Savannah, GA	62.7	60.6	3.4	88.88	86.64	2.6	55.69	52.49	6.1	6.2	0.1	3.6
Myrtle Beach, SC*	54.9	55.4	-0.8	104.86	101.25	3.6	57.62	56.10	2.7	1.9	-0.8	-1.6
Martinez/Aiken/I-20****	57.7	55.0	5.0	78.21	76.20	2.6	45.14	41.89	7.7	9.8	1.9	7.0
Rock Hill/Monroe****	60.0	57.1	5.2	72.61	68.64	5.8	43.58	39.18	11.2	12.7	1.3	6.5
Spartanburg	54.3	53.2	1.9	62.62	60.24	4.0	33.99	32.08	6.0	4.9	-1.0	0.9
Greenville	61.5	58.2	5.8	69.89	67.44	3.6	43.01	39.23	9.6	10.2	0.5	6.3
Anderson/Clemson	53.7	47.2	13.9	70.15	68.30	2.7	37.70	32.23	17.0	15.2	-1.5	12.2
Columbia East	64.7	60.6	6.9	81.08	79.03	2.6	52.49	47.87	9.6	8.0	-1.5	5.3
Columbia West	59.8	55.0	8.8	59.70	59.75	-0.1	35.71	32.84	8.7	10.2	1.3	10.2
Florence/Dillon	51.6	53.3	-3.0	62.64	60.41	3.7	32.35	32.18	0.5	-1.3	-1.9	-4.9
Orangeburg/Sumter	53.1	50.0	6.3	66.53	64.63	2.9	35.33	32.30	9.4	9.4	0.0	6.3
Hilton Head/Beaufort	56.6	57.2	-1.1	125.48	122.88	2.1	71.06	70.34	1.0	3.0	2.0	0.9
I-95 Walterboro/Hardeeville	41.3	44.2	-6.6	56.08	55.09	1.8	23.14	24.33	-4.9	-5.1	-0.2	-6.7
South Carolina Small Towns	47.0	48.3	-2.6	71.66	71.30	0.5	33.70	34.43	-2.1	-2.1	0.0	-2.6
North Charleston	54.5	48.9	11.5	66.95	64.79	3.3	36.48	31.65	15.3	12.4	-2.5	8.8
Charleston Airport	69.3	68.3	4.6	71.83	70.91	1.3	49.78	46.99	5.9	7.4	1.3	6.0
Charleston/West Ashley	77.4	75.0	3.2	149.33	142.76	4.6	115.61	107.14	7.9	7.5	-0.4	2.8
Mount Pleasant/Isle Of Palms	65.5	62.3	5.1	132.57	130.01	2.0	86.85	81.04	7.2	7.1	0.0	5.1
Myrtle Beach North Area	52.1	53.1	-1.9	127.09	122.18	4.0	66.24	64.91	2.1	1.3	-0.8	-2.6
Myrtle Beach & South	56.3	56.5	-0.3	94.74	91.58	3.5	53.37	51.76	3.1	2.2	-0.8	-1.2

Segment	Participation			
	Properties***		Rooms	
	Census	Sample	Census	Sample
United States	52,285	29,725	4,875,745	3,458,034
South Atlantic	11,032	6,798	1,129,514	845,305
South Carolina	1,072	621	102,688	65,416
Savannah, GA	165	123	14,906	12,492
Myrtle Beach, SC*	216	67	28,728	10,283
Martinez/Aiken/I-20****	61	43	4,553	3,686
Rock Hill/Monroe****	72	55	6,539	5,337
Spartanburg	52	31	4,295	2,760
Greenville	80	61	8,516	7,157
Anderson/Clemson	38	26	2,743	2,080
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	35	4,224	2,507
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	42	6,269	5,136
Charleston/West Ashley	50	30	6,117	4,311
Mount Pleasant/Isle Of Palms	23	20	2,779	2,609
Myrtle Beach North Area	65	27	9,429	4,457
Myrtle Beach & South	151	40	19,299	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 Septemera, 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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