

Weekly Lodging Outlook Survey
Week: 1/22/2012 - 1/28/2012
Occupancy Analysis

Segment	Current Week Occupancy (%)							Total
	Sun	Mon	Tues	Wed	Thur	Fri	Sat	
United States	38.9	54.2	60.3	60.6	54.2	53.2	55.0	53.8
South Atlantic	41.8	55.9	62.2	63.2	56.9	55.7	57.0	56.1
South Carolina	27.6	41.4	47.7	47.6	40.4	42.4	46.3	41.9
Savannah, GA	32.6	42.8	45.4	55.1	57.7	61.3	56.1	50.1
Myrtle Beach	15.7	25.4	31.6	32.2	23.4	30.0	35.4	27.7
Martinez/Aiken/I-20	34.3	57.5	64.0	62.5	50.6	50.6	45.3	52.1
Rock Hill/Monroe	33.3	53.7	61.5	61.5	46.1	38.8	41.1	48.0
Spartanburg	31.5	51.9	54.6	54.9	48.8	41.0	35.0	45.4
Greenville	34.8	58.8	66.1	66.5	55.7	50.3	51.9	54.6
Anderson/Clemson	26.0	48.8	56.0	52.6	40.5	50.2	51.3	46.5
Columbia East	29.1	47.1	57.3	57.6	50.8	47.5	53.0	48.9
Columbia West	31.8	45.0	54.1	54.3	47.5	45.1	47.7	46.5
Florence/Dillon	42.8	56.6	59.5	61.6	56.9	59.0	64.2	57.2
Orangeburg/Sumter	31.0	40.2	43.5	44.6	43.8	48.1	60.0	44.1
Hilton Head/Beaufort	26.9	39.6	44.8	43.2	33.6	33.2	35.2	36.6
I-95 Walterboro/Hardeeville	32.7	38.5	39.6	40.9	41.1	38.5	41.6	39.0
South Carolina Small Towns	25.5	40.5	44.9	44.3	37.7	35.7	37.5	38.0
North Charleston	24.5	37.2	42.6	43.3	38.5	45.5	50.3	40.3
Charleston Airport	40.2	54.7	60.5	57.8	52.1	50.7	52.3	52.6
Charleston/West Ashley	35.8	50.1	61.3	59.1	56.0	70.2	78.9	58.8
Mount Pleasant/Isle Of Palms	27.0	40.7	46.2	45.2	37.6	44.7	54.1	42.2
Myrtle Beach North Area	11.6	16.5	24.9	31.5	21.1	24.9	25.5	22.3
Myrtle Beach & South	17.7	29.7	34.8	32.5	24.5	32.4	40.2	30.3

Segment	Current Week Occupancy Percent Change (%)							Total
	Sun	Mon	Tues	Wed	Thur	Fri	Sat	
6.3	5.1	5.1	2.2	3.2	3.4	3.6	4.0	
3.3	2.5	4.0	-0.4	-0.2	1.3	3.5	1.9	
6.8	3.1	6.0	0.4	-6.6	-8.6	-2.9	-0.8	
6.3	1.6	-1.0	3.6	-7.2	-12.4	-9.8	-4.1	
0.7	2.0	11.5	5.0	-23.0	-24.2	-6.4	-6.5	
-6.1	-2.9	-0.6	-0.2	-10.3	-0.6	-9.4	-4.0	
16.3	0.3	6.3	0.0	-3.8	7.7	0.2	2.9	
-0.7	2.3	-5.7	-2.6	0.2	-9.7	-20.5	-5.1	
12.1	8.9	12.4	13.6	13.8	20.5	17.4	13.9	
26.5	19.5	11.5	15.3	-10.8	-6.7	19.2	8.7	
-20.6	-19.3	-27.5	-30.2	-26.9	-26.3	-21.6	-25.2	
-0.2	-10.6	-5.0	-6.6	-1.1	-24.2	-23.5	-11.3	
38.1	37.2	43.8	39.3	35.9	25.7	12.8	31.9	
-2.2	-9.0	-2.5	-2.4	8.5	-7.6	-1.3	-2.5	
71.8	74.9	65.5	8.4	-20.0	-20.3	-16.4	11.1	
31.2	26.1	40.1	43.8	24.5	-4.7	-15.8	16.1	
10.8	6.4	7.9	4.0	0.6	0.8	-0.7	4.0	
-2.5	0.4	1.4	2.5	3.3	4.7	8.2	3.0	
0.5	-2.5	0.3	-12.8	-13.8	-7.7	5.7	-5.0	
-6.9	-16.0	-5.6	-13.9	-12.2	-1.2	7.1	-6.5	
30.7	22.5	22.4	10.5	2.6	13.1	20.3	16.5	
-4.9	-5.2	-2.3	-1.2	-40.4	-41.9	-28.1	-22.3	
2.5	4.0	17.2	8.2	-12.1	-14.3	3.2	0.8	

ADR Analysis

Segment	Current Week ADR (\$)							Total
	Sun	Mon	Tues	Wed	Thur	Fri	Sat	
United States	99.91	104.81	105.89	105.69	102.27	96.01	96.82	101.84
South Atlantic	103.10	108.32	110.00	108.89	106.72	100.13	100.24	105.56
South Carolina	67.98	73.67	75.31	75.54	73.20	71.51	72.31	73.11
Savannah, GA	71.87	75.06	76.91	82.75	87.62	92.81	84.62	82.90
Myrtle Beach	50.87	57.25	61.88	63.32	58.89	60.07	59.17	59.48
Martinez/Aiken/I-20	65.04	69.62	73.04	71.85	75.22	61.13	61.79	68.80
Rock Hill/Monroe	73.03	83.85	87.24	88.11	81.98	68.41	71.64	80.65
Spartanburg	53.66	68.22	67.38	67.66	63.99	54.96	57.83	63.03
Greenville	63.47	75.06	77.92	76.93	72.66	66.64	64.10	71.88
Anderson/Clemson	65.30	72.71	73.29	70.76	67.43	63.58	63.56	68.39
Columbia East	79.61	87.86	89.55	92.52	88.91	79.47	84.65	86.72
Columbia West	55.20	62.95	66.26	66.96	62.96	57.57	60.81	62.35
Florence/Dillon	55.21	60.27	60.42	60.51	59.26	57.97	57.61	58.88
Orangeburg/Sumter	62.21	64.32	64.35	65.07	64.57	66.79	69.14	65.56
Hilton Head/Beaufort	111.66	103.46	99.46	100.56	105.63	85.01	85.34	98.54
I-95 Walterboro/Hardeeville	50.08	51.02	51.26	50.92	54.18	55.12	56.86	52.87
South Carolina Small Towns	64.50	66.41	66.41	66.94	65.07	66.36	65.23	65.95
North Charleston	60.16	63.95	63.99	63.95	62.20	63.32	63.86	63.25
Charleston Airport	65.46	71.35	74.36	72.26	69.86	62.28	60.81	68.39
Charleston/West Ashley	120.72	126.49	123.60	125.32	118.94	132.66	136.06	127.25
Mount Pleasant/Isle Of Palms	74.92	80.14	81.25	85.62	84.59	84.76	83.53	82.56
Myrtle Beach North Area	58.31	58.26	70.90	73.30	71.10	70.62	68.68	68.73
Myrtle Beach & South	48.49	56.97	58.75	58.62	53.79	56.13	56.22	56.17

Segment	Current Week ADR Percent Change (%)							Total
	Sun	Mon	Tues	Wed	Thur	Fri	Sat	
4.6	4.8	4.5	3.8	4.3	4.0	4.6	4.3	
-3.2	2.5	3.0	2.4	4.9	6.1	7.3	4.1	
1.6	1.6	1.3	0.8	0.7	-1.6	1.4	0.8	
5.1	5.4	4.3	1.1	-0.8	0.5	2.9	1.5	
-5.7	-0.3	3.6	0.0	-3.8	-9.3	-0.7	-2.4	
-0.5	-1.8	-2.7	2.6	10.9	-2.8	-0.7	0.8	
6.0	-3.3	-0.8	-2.4	2.3	2.9	3.9	0.1	
-3.9	5.6	2.6	3.6	10.1	-3.0	8.3	4.0	
-8.0	-4.6	-3.3	-3.3	-4.1	-0.6	-6.3	-4.2	
0.3	8.0	2.8	4.4	4.8	-7.2	-3.9	1.3	
2.5	3.9	9.4	14.1	13.9	-3.9	3.5	6.7	
5.5	4.1	4.4	6.3	8.6	-1.0	1.1	4.1	
-0.1	-1.9	-5.6	-4.2	-1.4	2.8	-1.2	-1.6	
0.0	-1.0	-1.4	0.4	-1.8	3.5	2.8	0.6	
48.7	37.7	27.4	24.2	23.7	-0.9	-3.1	19.3	
-8.7	-3.5	-2.9	-3.7	1.3	-1.6	1.1	-2.8	
5.1	1.2	-0.7	-0.3	2.6	11.9	7.3	3.4	
1.3	3.6	3.2	4.5	3.1	2.7	3.4	3.2	
1.0	1.1	-0.1	-2.7	-2.5	-4.2	-4.6	-1.9	
2.4	3.1	-0.7	-0.8	-7.5	-1.9	1.7	-0.5	
0.1	-1.4	-0.6	6.1	1.7	2.0	5.2	2.0	
1.3	-3.1	16.8	1.3	-2.4	-9.6	-1.7	-1.5	
-7.9	0.7	-1.0	0.1	-0.2	-5.8	2.4	-1.1	

RevPAR Analysis

Segment	Current Week RevPAR (\$)							Total
	Sun	Mon	Tues	Wed	Thur	Fri	Sat	
United States	38.88	56.80	63.87	64.07	55.46	51.12	53.28	54.78
South Atlantic	43.12	60.54	68.47	68.84	60.70	55.79	57.12	59.22
South Carolina	18.73	30.48	35.94	35.97	29.57	30.32	33.46	30.64
Savannah, GA	23.43	32.13	34.90	45.61	50.57	56.87	47.51	41.57
Myrtle Beach	7.98	14.51	19.55	20.38	13.77	18.01	20.93	16.45
Martinez/Aiken/I-20	22.32	40.06	46.74	44.93	38.09	30.96	28.00	35.87
Rock Hill/Monroe	24.32	45.05	53.63	54.20	37.81	26.56	29.41	38.71
Spartanburg	16.90	35.43	36.78	37.18	31.26	22.56	20.24	28.62
Greenville	22.07	42.65	51.49	51.14	40.49	33.55	33.28	39.24
Anderson/Clemson	17.00	35.47	41.01	37.22	27.31	31.89	32.60	31.79
Columbia East	23.19	41.37	51.31	53.29	45.13	37.75	44.83	42.41
Columbia West	17.55	28.32	35.85	36.33	29.90	25.96	29.01	28.99
Florence/Dillon	23.63	34.12	35.97	37.28	33.71	34.20	36.99	33.70
Orangeburg/Sumter	19.29	25.82	27.99	28.99	28.25	30.77	41.49	28.94
Hilton Head/Beaufort	30.07	41.01	44.59	43.43	35.45	28.20	30.05	36.12
I-95 Walterboro/Hardeeville	16.35	19.63	20.32	20.82	22.28	21.23	23.68	20.62
South Carolina Small Towns	16.47	26.91	29.80	29.65	24.52	23.67	24.44	25.07
North Charleston	14.76	23.76	27.21	27.70	23.95	28.78	32.10	25.47
Charleston Airport	26.34	39.01	44.96	41.76	36.42	31.60	31.83	35.99
Charleston/West Ashley	43.18	63.36	75.81	74.06	66.60	93.15	107.35	74.79
Mount Pleasant/Isle Of Palms	20.19	32.61	37.51	38.73	31.81	37.91	45.18	34.85
Myrtle Beach North Area	6.78	9.60	17.65	23.08	14.97	17.60	17.54	15.32
Myrtle Beach & South	8.56	16.90	20.47	19.07	13.19	18.20	22.58	17.00

Segment	Current Week RevPAR Percent Change (%)							Total
	Sun	Mon	Tues	Wed	Thur	Fri	Sat	
11.2	10.1	9.8	6.1	7.6	7.5	8.3	8.5	
6.6	5.1	7.1	2.0	4.6	7.5	11.1	6.1	
8.5	4.7	7.4	1.2	-6.0	-10.0	-1.6	0.0	
11.7	7.1	3.3	4.7	-8.0	-11.9	-7.2	-2.7	
-5.0	1.7	15.5	5.0	-25.8	-31.2	-7.0	-8.8	
-6.6	-4.6	-3.3	2.4	-0.4	-3.4	-10.0	-3.2	
23.3	-3.0	5.4	-2.4	-1.6	10.8	4.2	3.0	
-4.5	8.0	-3.3	0.9	10.3	-12.3	-13.9	-1.3	
3.1	3.9	8.8	9.8	9.1	19.7	10.0	9.1	
26.8	29.1	14.7	20.4	-6.5	-13.4	14.5	10.1	
-18.6	-16.1	-20.6	-20.3	-16.7	-29.1	-18.8	-20.2	
5.3	-7.0	-0.8	-0.7	7.5	-24.9	-22.7	-7.7	
38.0	34.6	35.7	33.4	34.0	29.1	11.4	29.8	
-2.3	-9.8	-3.9	-2.0	6.5	-4.4	1.4	-2.0	
155.6	140.9	110.9	34.6	-1.1	-21.1	-19.0	32.4	
19.7	21.7	36.0	38.5	26.1	-6.2	-14.9	12.8	
16.4	7.8	7.2	3.7	3.2	12.8	6.5	7.5	
-1.3	4.0	4.6	7.1	6.5	7.5	11.8	6.3	
1.5	-1.4	0.2	-15.1	-15.9	-11.6	0.9	-6.8	
-4.6	-13.3	-6.3	-14.6	-18.8	-3.0	8.9	-6.9	
30.9	20.9	21.6	17.2	4.3	15.4	26.6	18.8	
-3.7	-8.2	14.0	0.0	-41.8	-47.5	-29.3	-23.5	
-5.6	4.7	16.0	8.3	-12.3	-19.			