

Lodging Outlook Survey
March 2013 Compared With March 2012

Operating Performance - March												
Segment	Occupancy Percent			Average Room Rate			RevPAR**			Room Revenue	Rooms Available	Rooms Sold
	2013	2012	% Chg	2013	2012	% Chg	2013	2012	% Chg	% Chg	% Chg	% Chg
United States	63.7	63.4	0.4	110.57	106.12	4.2	70.39	67.29	4.6	5.5	0.8	1.2
South Atlantic	68.6	68.0	0.8	117.99	112.81	4.6	80.91	76.76	5.4	5.9	0.5	1.3
South Carolina	62.5	61.0	2.4	87.15	84.51	3.1	54.43	51.54	5.6	5.7	0.1	2.5
Savannah, GA	75.8	75.5	0.5	106.36	103.98	2.3	80.66	78.47	2.8	1.7	-1.1	-0.6
Myrtle Beach, SC*	54.9	51.6	6.5	82.53	78.99	4.5	45.33	40.75	11.3	11.2	0.0	6.4
Martinez/Aiken/I-20****	58.3	58.1	0.3	70.64	71.07	-0.6	41.20	41.32	-0.3	1.7	2.0	2.3
Rock Hill/Monroe****	65.1	69.9	-7.0	78.31	79.02	-0.9	50.96	55.27	-7.8	-7.8	0.0	-7.0
Spartanburg	59.0	62.3	-5.3	68.04	65.65	3.6	40.17	40.90	-1.8	-1.7	0.1	-5.2
Greenville	68.0	66.1	3.0	77.54	72.30	7.3	52.75	47.77	10.4	10.4	0.0	3.0
Anderson/Clemson	57.9	56.0	3.5	69.23	68.96	0.4	40.09	38.59	3.9	4.0	0.1	3.6
Columbia East	68.6	70.7	-3.1	85.79	83.47	2.8	58.82	59.05	-0.4	1.4	1.8	-1.3
Columbia West	66.0	63.6	3.7	62.93	62.60	0.5	41.51	39.81	4.3	4.1	-0.2	3.6
Florence/Dillon	63.0	62.9	0.3	64.41	61.60	4.6	40.61	38.73	4.9	4.9	0.0	0.3
Orangeburg/Sumter	60.4	58.4	3.5	65.08	66.51	-2.1	39.29	38.81	1.2	2.4	1.1	4.6
Hilton Head/Beaufort	62.8	58.2	7.9	110.62	110.68	-0.1	69.43	64.40	7.8	1.7	-5.6	1.8
I-95 Walterboro/Hardeeville	52.5	50.5	4.0	60.43	60.18	0.4	31.74	30.41	4.4	4.3	-0.1	3.8
South Carolina Small Towns	51.4	52.2	-1.5	70.34	67.30	4.5	36.14	35.11	2.9	3.0	0.1	-1.4
North Charleston	62.1	59.9	3.8	73.65	72.92	1.0	45.77	43.67	4.8	8.8	3.8	7.7
Charleston Airport	74.0	72.2	2.4	76.77	75.94	1.1	56.81	54.86	3.5	5.8	2.2	4.7
Charleston/West Ashley	87.4	86.6	1.0	177.24	172.39	2.8	154.95	149.25	3.8	5.8	1.9	2.9
Mount Pleasant/Isle Of Palms	69.8	71.8	-2.8	127.11	115.41	10.1	88.76	82.88	7.1	7.1	0.0	-2.6
Myrtle Beach North Area	50.2	49.5	1.3	95.01	88.34	7.6	47.69	43.76	9.0	9.0	0.0	1.3
Myrtle Beach & South	57.1	52.5	8.7	77.42	74.88	3.4	44.23	39.34	12.4	12.3	-0.1	8.7

Operating Performance - January-March Year to Date												
Segment	Occupancy Percent			Average Room Rate			RevPAR**			Room Revenue	Rooms Available	Rooms Sold
	2013	2012	% Chg	2013	2012	% Chg	2013	2012	% Chg	% Chg	% Chg	% Chg
United States	57.7	56.7	1.8	108.31	103.63	4.5	62.47	58.71	6.4	7.2	0.7	2.6
South Atlantic	61.0	59.8	2.0	112.74	107.18	5.2	68.81	64.12	7.3	7.7	0.4	2.4
South Carolina	51.0	50.4	1.2	79.98	77.58	3.1	40.79	39.08	4.4	4.5	0.1	1.3
Savannah, GA	64.7	62.0	4.3	93.45	91.24	2.4	60.50	56.61	6.9	5.8	-1.0	3.3
Myrtle Beach, SC*	38.5	37.1	3.9	72.48	69.50	4.3	27.90	25.75	8.3	8.2	-0.1	3.8
Martinez/Aiken/I-20****	51.7	52.7	-1.9	69.59	68.95	0.9	35.97	36.34	-1.0	0.2	1.3	-0.7
Rock Hill/Monroe****	59.3	59.4	-0.3	76.50	75.12	1.8	45.34	44.65	1.6	1.5	0.0	-0.3
Spartanburg	53.5	53.0	0.8	68.36	63.21	8.1	36.54	33.51	9.0	5.7	-3.1	-2.3
Greenville	63.0	61.1	3.2	75.61	71.05	6.4	47.63	43.39	9.8	9.8	0.0	3.2
Anderson/Clemson	54.1	50.1	8.1	68.74	68.03	1.0	37.20	34.06	9.2	9.3	0.1	8.2
Columbia East	60.7	61.7	-1.6	85.03	82.86	2.6	51.60	51.12	0.9	2.7	1.8	0.1
Columbia West	59.0	56.4	4.5	61.66	60.42	2.1	36.35	34.08	6.7	6.6	-0.1	4.5
Florence/Dillon	55.4	60.5	-8.3	63.92	60.67	5.4	35.44	36.68	-3.4	-3.4	0.0	-8.3
Orangeburg/Sumter	51.7	50.9	1.6	64.28	65.44	-1.8	33.25	33.33	-0.2	0.9	1.1	2.7
Hilton Head/Beaufort	46.3	44.0	5.1	96.95	99.18	-2.3	44.84	43.66	2.7	-3.1	-5.6	-0.8
I-95 Walterboro/Hardeeville	42.7	43.9	-2.7	58.86	57.90	1.7	25.13	25.42	-1.1	-1.2	-0.1	-2.8
South Carolina Small Towns	43.0	42.0	2.4	65.80	65.05	1.2	28.30	27.33	3.6	3.6	0.1	2.4
North Charleston	51.0	50.3	1.5	70.55	68.59	2.9	35.98	34.47	4.4	8.3	3.8	5.3
Charleston Airport	62.2	62.6	-0.7	73.13	71.83	1.8	45.49	44.99	1.1	4.9	3.7	3.0
Charleston/West Ashley	71.9	72.9	-1.4	152.59	146.58	4.1	109.71	106.91	2.6	4.6	1.9	0.5
Mount Pleasant/Isle Of Palms	51.8	54.6	-5.1	110.92	101.69	9.1	57.46	55.52	3.5	3.5	0.0	-5.1
Myrtle Beach North Area	35.4	35.2	0.5	85.09	78.80	8.0	30.14	27.77	8.5	8.5	0.0	0.5
Myrtle Beach & South	39.9	37.9	5.4	67.21	65.44	2.7	26.84	24.81	8.2	8.0	-0.2	5.2

Segment	Participation			
	Properties***		Rooms	
	Census	Sample	Census	Sample
United States	51,311	29,864	4,843,370	3,467,406
South Atlantic	10,894	6,772	1,125,058	837,819
South Carolina	1,072	625	103,149	65,657
Savannah, GA	166	120	14,822	12,054
Myrtle Beach, SC*	214	66	29,226	10,414
Martinez/Aiken/I-20****	62	43	4,584	3,723
Rock Hill/Monroe****	71	56	6,473	5,588
Spartanburg	50	30	4,000	2,564
Greenville	80	59	8,517	6,890
Anderson/Clemson	38	26	2,746	2,083
Columbia East	58	50	5,430	5,045
Columbia West	65	48	5,879	4,707
Florence/Dillon	56	36	4,965	3,588
Orangeburg/Sumter	68	39	4,272	2,687
Hilton Head/Beaufort	45	31	5,694	3,984
I-95 Walterboro/Hardeeville	43	30	2,980	2,334
South Carolina Small Towns	125	52	7,118	3,776
North Charleston	37	26	2,631	2,101
Charleston Airport	57	44	6,356	5,309
Charleston/West Ashley	52	31	6,316	4,485
Mount Pleasant/Isle Of Palms	23	19	2,779	2,489
Myrtle Beach North Area	63	26	9,290	4,034
Myrtle Beach & South	151	40	19,936	6,380

* "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.

SOURCE: COPYRIGHT 2013, SMITH TRAVEL RESEARCH, ALL RIGHTS RESERVED

The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is in no way to be construed as a recommendation by Smith Travel Research of any industry standard and is intended solely for the internal purposes of your company and should not be published in any manner unless authorized by Smith Travel Research. Copyright 2013 Smith Travel Research.