

Lodging Outlook Survey
May 2013 Compared With May 2012

Operating Performance - May												
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	64.0	63.3	1.1	109.86	106.08	3.6	70.34	67.17	4.7	5.5	0.8	1.9
South Atlantic	63.6	62.8	1.1	106.21	104.78	1.4	67.50	65.85	2.5	3.0	0.5	1.6
South Carolina	61.0	59.1	3.2	100.10	96.43	3.8	61.07	56.98	7.2	7.7	0.5	3.7
Savannah, GA	70.4	66.6	5.6	99.96	95.92	4.2	70.36	63.93	10.1	8.4	-1.5	4.0
Myrtle Beach, SC*	52.9	51.8	2.0	109.84	107.63	2.1	58.06	55.79	4.1	4.2	0.1	2.1
Martinez/Aiken/I-20****	53.1	53.5	-0.6	71.72	69.81	2.7	38.12	37.33	2.1	4.1	2.0	1.3
Rock Hill/Monroe****	64.3	64.4	-0.2	78.41	77.51	1.2	50.41	49.93	1.0	1.0	0.0	-0.2
Spartanburg	65.4	61.8	5.7	70.43	68.40	3.0	46.03	42.29	8.9	8.8	0.0	5.7
Greenville	73.9	72.6	1.9	81.29	75.90	7.1	60.08	55.07	9.1	9.1	0.0	1.9
Anderson/Clemson	58.0	57.9	0.3	76.28	73.42	3.9	44.26	42.48	4.2	4.3	0.1	0.4
Columbia East	64.1	62.6	2.4	89.76	85.51	5.0	57.49	53.49	7.5	9.4	1.8	4.2
Columbia West	64.5	59.7	8.1	63.75	62.53	1.9	41.15	37.33	10.2	10.1	-0.2	8.0
Florence/Dillon	53.6	58.0	-7.7	75.71	71.45	6.0	40.56	41.48	-2.2	-1.3	1.0	-6.8
Orangeburg/Sumter	55.3	50.8	8.9	65.75	67.27	-2.3	36.38	34.17	6.5	7.7	1.1	10.2
Hilton Head/Beaufort	64.5	61.7	4.7	145.16	138.69	4.7	93.70	85.52	9.6	9.6	0.0	4.7
I-95 Walterboro/Hardeeville	39.5	37.3	5.9	57.99	57.03	1.7	22.93	21.28	7.7	7.7	-0.1	5.9
South Carolina Small Towns	51.7	48.0	7.7	76.46	75.09	1.8	39.56	36.05	9.7	9.8	0.1	7.9
North Charleston	60.8	56.5	7.6	77.27	73.95	4.5	47.00	41.81	12.4	12.4	0.0	7.6
Charleston Airport	73.8	69.4	6.3	77.31	75.24	2.7	57.03	52.21	9.2	11.6	2.2	8.6
Charleston/West Ashley	86.6	83.6	3.5	189.51	175.19	8.2	164.13	146.54	12.0	14.2	1.9	5.5
Mount Pleasant/Isle Of Palms	71.3	71.7	-0.6	150.54	145.00	3.8	107.34	103.97	3.2	3.2	0.0	-0.6
Myrtle Beach North Area	49.8	49.7	0.4	137.14	130.42	5.2	68.36	64.77	5.5	5.5	0.0	0.4
Myrtle Beach & South	54.3	52.8	2.7	98.15	97.62	0.5	53.26	51.59	3.2	3.5	0.2	2.9

Operating Performance - January-May 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	60.2	59.0	2.0	109.06	104.67	4.2	65.66	61.79	6.3	7.1	0.7	2.8
South Atlantic	62.6	61.5	1.8	111.31	107.12	3.9	69.73	65.89	5.8	6.3	0.4	2.3
South Carolina	55.8	54.8	1.7	88.61	85.77	3.3	49.41	47.04	5.0	5.3	0.3	1.9
Savannah, GA	68.2	65.4	4.3	97.23	94.29	3.1	66.28	61.66	7.5	6.3	-1.1	3.1
Myrtle Beach, SC*	44.8	44.4	0.8	87.29	85.92	1.6	39.08	38.17	2.4	2.4	0.0	0.8
Martinez/Aiken/I-20****	54.9	55.2	-0.6	87.85	85.40	2.9	48.23	47.17	2.2	3.8	1.6	0.9
Rock Hill/Monroe****	62.1	61.4	1.1	77.20	75.97	1.6	47.91	46.62	2.8	2.8	0.0	1.1
Spartanburg	57.2	55.7	2.7	68.96	64.77	6.5	39.47	36.09	9.4	7.3	-1.9	0.8
Greenville	67.1	64.4	4.2	78.01	72.71	7.3	52.34	46.80	11.8	11.9	0.0	4.3
Anderson/Clemson	57.1	53.8	6.2	71.61	69.58	2.9	40.87	37.41	9.2	9.3	0.1	6.3
Columbia East	64.0	63.5	0.8	88.11	84.62	4.1	56.35	53.70	4.9	6.8	1.8	2.6
Columbia West	62.7	58.7	6.8	64.22	62.60	2.6	40.26	36.75	9.5	9.4	-0.1	6.7
Florence/Dillon	56.3	60.7	-7.3	66.33	63.11	5.1	37.36	38.32	-2.5	-2.3	0.2	-7.1
Orangeburg/Sumter	54.8	51.9	5.5	64.66	65.96	-2.0	35.43	34.26	3.4	4.6	1.1	6.7
Hilton Head/Beaufort	53.6	52.3	2.4	119.84	118.77	0.9	64.20	62.12	3.3	-0.1	-3.4	-1.0
I-95 Walterboro/Hardeeville	43.1	43.2	-0.2	58.41	58.18	0.4	25.16	25.12	0.1	0.0	-0.1	-0.3
South Carolina Small Towns	46.8	45.5	3.0	70.05	68.55	2.2	32.80	31.16	5.3	5.4	0.1	3.1
North Charleston	56.2	54.5	3.3	74.63	70.64	5.7	41.98	38.47	9.1	12.4	3.0	6.4
Charleston Airport	68.0	66.6	2.2	76.36	73.97	3.2	51.94	49.25	5.5	8.7	3.1	5.3
Charleston/West Ashley	78.7	78.3	0.4	171.29	161.28	6.2	134.72	126.35	6.6	8.7	1.9	2.3
Mount Pleasant/Isle Of Palms	60.0	62.7	-4.3	130.75	121.92	7.2	78.47	76.44	2.7	2.7	0.0	-4.3
Myrtle Beach North Area	41.8	42.1	-0.7	106.56	101.60	4.9	44.51	42.74	4.1	4.1	0.0	-0.7
Myrtle Beach & South	46.2	45.5	1.4	79.11	79.13	0.0	36.54	36.03	1.4	1.4	0.0	1.4

Segment	Participation			
	Properties***		Rooms	
	Census	Sample	Census	Sample
United States	52,619	30,192	4,908,959	3,507,715
South Atlantic	11,052	6,862	1,133,241	849,313
South Carolina	1,077	636	103,656	66,839
Savannah, GA	165	118	14,762	11,867
Myrtle Beach, SC*	217	68	29,346	10,791
Martinez/Aiken/I-20****	62	42	4,584	3,613
Rock Hill/Monroe****	71	56	6,473	5,588
Spartanburg	50	31	3,996	2,640
Greenville	80	59	8,517	6,890
Anderson/Clemson	38	27	2,747	2,124
Columbia East	58	51	5,428	5,179
Columbia West	65	48	5,879	4,707
Florence/Dillon	57	38	5,014	3,666
Orangeburg/Sumter	68	40	4,272	2,720
Hilton Head/Beaufort	46	34	6,037	4,427
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	64	26	9,333	4,034
Myrtle Beach & South	153	42	20,013	6,757

* "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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