

**Lodging Outlook Survey**  
December 2012 Compared With December 2011

Operating Performance - December												
Segment	Occupancy Percent			Average Room Rate			RevPAR**			Room Revenue	Rooms Available	Rooms Sold
	2012	2011	% Chg	2012	2011	% Chg	2012	2011	% Chg	% Chg	% Chg	% Chg
United States	49.1	47.5	3.2	104.43	100.10	4.3	51.22	47.56	7.7	8.4	0.7	4.0
South Atlantic	49.6	48.0	3.4	99.63	94.79	5.1	49.45	45.52	8.6	9.0	0.3	3.7
South Carolina	38.7	37.6	2.8	72.14	71.16	1.4	27.88	26.75	4.2	4.0	-0.2	2.6
Savannah, GA	51.8	49.2	5.3	81.07	78.53	3.2	41.98	38.63	8.7	7.7	-0.9	4.4
Myrtle Beach, SC*	25.3	24.7	2.3	59.18	59.41	-0.4	14.95	14.67	1.9	1.7	-0.1	2.1
Martinez/Aiken/I-20****	42.0	39.0	7.9	64.65	64.60	0.1	27.18	25.17	8.0	8.0	0.0	7.9
Rock Hill/Monroe****	52.4	48.0	9.1	69.05	65.81	4.9	36.18	31.61	14.4	14.4	0.0	9.1
Spartanburg	45.6	45.5	0.2	63.96	59.78	7.0	29.19	27.22	7.2	2.2	-4.7	-4.5
Greenville	51.4	49.5	3.8	69.66	65.54	6.3	35.80	32.44	10.3	10.4	0.0	3.8
Anderson/Clemson	40.5	38.3	5.9	65.63	65.25	0.6	26.61	24.98	6.5	6.7	0.1	6.0
Columbia East	44.0	39.9	10.4	77.57	77.34	0.3	34.13	30.82	10.8	12.7	1.8	12.4
Columbia West	47.3	44.7	5.8	56.79	55.19	2.9	26.86	24.68	8.8	8.8	0.0	5.8
Florence/Dillon	46.1	44.2	4.1	63.74	59.85	6.5	29.35	26.46	10.9	10.9	0.0	4.1
Orangeburg/Sumter	40.6	41.7	-2.5	64.09	64.32	-0.4	26.04	26.81	-2.9	-1.8	1.1	-1.4
Hilton Head/Beaufort	33.0	32.4	1.8	80.34	93.03	-13.6	26.48	30.12	-12.1	-17.0	-5.6	-3.9
I-95 Walterboro/Hardeeville	38.5	40.8	-5.6	58.41	57.40	1.8	22.47	23.40	-4.0	-4.1	-0.1	-5.7
South Carolina Small Towns	29.7	31.4	-5.4	62.32	61.26	1.7	18.54	19.26	-3.7	-3.8	0.0	-5.4
North Charleston	39.1	38.4	1.8	66.59	63.64	4.6	26.06	24.47	6.5	10.5	3.8	5.6
Charleston Airport	45.8	44.0	4.2	65.17	63.57	2.5	29.86	27.94	6.9	9.1	2.1	6.4
Charleston/West Ashley	60.5	59.4	1.7	133.79	132.16	1.2	80.89	78.53	3.0	3.0	0.0	1.7
Mount Pleasant/Isle Of Palms	35.9	36.9	-2.8	98.57	90.94	8.4	35.40	33.59	5.4	5.6	0.2	-2.6
Myrtle Beach North Area	20.5	22.1	-7.3	69.76	70.42	-0.9	14.30	15.57	-8.2	-8.2	0.0	-7.3
Myrtle Beach & South	27.5	25.9	6.2	55.38	54.90	0.9	15.26	14.24	7.2	6.9	-0.2	6.0

Operating Performance - January-December Year to Date												
Segment	Occupancy Percent			Average Room Rate			RevPAR**			Room Revenue	Rooms Available	Rooms Sold
	2012	2011	% Chg	2012	2011	% Chg	2012	2011	% Chg	% Chg	% Chg	% Chg
United States	61.4	59.9	2.5	106.10	101.85	4.2	65.17	61.02	6.8	7.3	0.5	3.0
South Atlantic	60.9	59.4	2.5	103.28	100.20	3.1	62.86	59.50	5.7	5.7	0.0	2.6
South Carolina	56.2	54.5	3.2	90.68	87.62	3.5	50.99	47.75	6.8	6.6	-0.2	3.0
Savannah, GA	63.7	61.3	3.9	91.38	89.00	2.7	58.20	54.57	6.7	6.3	-0.3	3.6
Myrtle Beach, SC*	49.9	49.2	1.5	103.03	99.32	3.7	51.44	48.83	5.3	5.4	0.1	1.7
Martinez/Aiken/I-20****	55.3	55.2	0.2	74.75	75.55	-1.1	41.34	41.68	-0.8	-0.9	-0.1	0.2
Rock Hill/Monroe****	63.1	58.9	7.0	77.62	72.11	7.6	48.97	42.51	15.2	15.0	-0.2	6.8
Spartanburg	58.2	53.5	8.6	65.86	62.18	5.9	38.30	33.28	15.1	9.4	-4.9	3.3
Greenville	65.6	61.0	7.5	73.63	69.89	5.3	48.32	42.66	13.3	13.3	0.0	7.6
Anderson/Clemson	54.1	52.3	3.5	73.22	70.93	3.2	39.62	37.07	6.9	3.5	-3.1	0.3
Columbia East	62.0	61.5	0.8	84.77	81.54	4.0	52.55	50.12	4.8	5.5	0.7	1.5
Columbia West	59.6	57.9	2.9	61.69	59.77	3.2	36.77	34.61	6.2	5.4	-0.8	2.1
Florence/Dillon	56.1	50.2	11.9	63.04	62.13	1.5	35.38	31.17	13.5	13.0	-0.4	11.4
Orangeburg/Sumter	49.1	50.6	-3.0	65.90	66.59	-1.0	32.38	33.71	-4.0	-3.3	0.7	-2.2
Hilton Head/Beaufort	55.0	52.5	4.7	124.50	123.79	0.6	68.49	65.02	5.3	4.6	-0.7	4.0
I-95 Walterboro/Hardeeville	39.8	40.6	-2.0	57.37	55.91	2.6	22.82	22.69	0.6	0.8	0.2	-1.7
South Carolina Small Towns	46.6	44.0	6.0	71.82	70.06	2.5	33.46	30.80	8.7	8.6	0.0	6.0
North Charleston	52.7	52.8	-0.2	71.26	67.97	4.8	37.53	35.87	4.6	6.3	1.6	1.4
Charleston Airport	64.6	65.1	-0.8	73.43	70.80	3.7	47.43	46.09	2.9	3.4	0.5	-0.3
Charleston/West Ashley	78.0	76.0	2.7	156.25	149.15	4.8	121.95	113.30	7.6	9.0	1.3	4.1
Mount Pleasant/Isle Of Palms	62.5	61.6	1.5	132.44	127.40	4.0	82.74	78.44	5.5	5.5	0.0	1.5
Myrtle Beach North Area	47.5	46.9	1.3	126.07	118.10	6.7	59.91	55.40	8.1	8.1	0.0	1.3
Myrtle Beach & South	51.1	50.2	1.7	92.85	90.98	2.1	47.42	45.71	3.7	3.9	0.2	1.8

Segment	Participation			
	Properties***		Rooms	
	Census	Sample	Census	Sample
United States	51,165	29,867	4,833,499	3,472,153
South Atlantic	10,828	6,760	1,120,750	839,769
South Carolina	1,061	621	102,322	64,904
Savannah, GA	165	119	14,848	11,973
Myrtle Beach, SC*	204	63	28,597	9,843
Martinez/Aiken/I-20****	61	41	4,497	3,525
Rock Hill/Monroe****	71	54	6,470	5,247
Spartanburg	50	30	4,000	2,564
Greenville	80	60	8,517	7,078
Anderson/Clemson	38	26	2,746	2,083
Columbia East	58	51	5,430	5,181
Columbia West	65	48	5,887	4,715
Florence/Dillon	56	37	4,965	3,639
Orangeburg/Sumter	68	38	4,272	2,731
Hilton Head/Beaufort	45	32	5,694	4,034
I-95 Walterboro/Hardeeville	44	31	3,030	2,394
South Carolina Small Towns	125	53	7,113	3,816
North Charleston	37	25	2,631	2,033
Charleston Airport	56	42	6,219	5,083
Charleston/West Ashley	51	29	6,196	4,212
Mount Pleasant/Isle Of Palms	23	19	2,784	2,494
Myrtle Beach North Area	63	26	9,290	4,034
Myrtle Beach & South	141	37	19,307	5,809

\* 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.

SOURCE: COPYRIGHT 2012, 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 2012 Smith Travel Research.