

**Lodging Outlook Survey**  
June 2013 Compared With June 2012

Operating Performance - June												
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	69.9	70.1	-0.3	111.27	107.74	3.3	77.76	75.52	3.0	3.8	0.8	0.5
South Atlantic	67.9	67.6	0.4	106.13	104.24	1.8	72.01	70.42	2.3	2.8	0.5	0.9
South Carolina	68.6	68.2	0.5	107.88	104.66	3.1	74.00	71.40	3.6	4.3	0.6	1.1
Savannah, GA	71.7	72.2	-0.7	97.66	95.62	2.1	70.01	69.01	1.4	-0.3	-1.7	-2.4
Myrtle Beach, SC*	73.4	74.0	-0.8	137.05	132.81	3.2	100.61	98.29	2.4	2.5	0.1	-0.7
Martinez/Aiken/I-20****	53.2	57.2	-7.0	69.38	68.09	1.9	36.93	38.96	-5.2	-1.7	3.7	-3.5
Rock Hill/Monroe****	67.1	69.3	-3.2	78.88	76.77	2.8	52.94	53.23	-0.5	-0.5	0.0	-3.2
Spartanburg	63.2	68.2	-7.3	70.42	67.31	4.6	44.52	45.91	-3.0	-3.1	0.0	-7.3
Greenville	74.7	75.0	-0.4	79.55	76.62	3.8	59.42	57.47	3.4	3.4	0.0	-0.4
Anderson/Clemson	59.1	62.8	-6.0	71.54	69.82	2.5	42.26	43.87	-3.7	-3.6	0.1	-5.9
Columbia East	65.9	67.8	-2.8	86.46	82.60	4.7	57.00	56.03	1.7	3.5	1.8	-1.1
Columbia West	65.9	63.9	3.1	64.50	62.38	3.4	42.48	39.84	6.6	8.3	1.5	4.7
Florence/Dillon	56.9	61.7	-7.8	67.85	62.54	8.5	38.58	38.58	0.0	1.0	1.0	-6.9
Orangeburg/Sumter	55.2	50.7	8.9	66.64	66.41	0.4	36.78	33.65	9.3	9.1	-0.2	8.7
Hilton Head/Beaufort	72.8	74.1	-1.7	156.25	151.69	3.0	113.81	112.43	1.2	1.3	0.0	-1.7
I-95 Walterboro/Hardeeville	42.9	39.4	8.9	57.93	57.75	0.3	24.84	22.72	9.3	9.3	0.0	8.9
South Carolina Small Towns	55.1	52.8	4.3	81.31	81.42	-0.1	44.78	42.99	4.2	4.3	0.1	4.4
North Charleston	63.9	56.7	12.8	75.16	71.94	4.5	48.04	40.77	17.8	17.8	0.0	12.8
Charleston Airport	76.5	68.2	12.2	76.02	74.12	2.6	58.19	50.55	15.1	17.6	2.2	14.7
Charleston/West Ashley	87.6	85.8	2.1	163.18	156.39	4.3	142.92	134.22	6.5	8.5	1.9	4.0
Mount Pleasant/Isle Of Palms	77.6	74.9	3.6	167.90	160.54	4.6	130.31	120.30	8.3	8.3	0.0	3.6
Myrtle Beach North Area	69.6	70.4	-1.2	169.04	157.56	7.3	117.58	110.88	6.0	6.0	0.0	-1.2
Myrtle Beach & South	75.2	75.7	-0.7	123.25	122.05	1.0	92.69	92.40	0.3	0.5	0.2	-0.4

Operating Performance - January-June 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	61.8	60.9	1.5	109.49	105.27	4.0	67.69	64.09	5.6	6.4	0.8	2.3
South Atlantic	63.5	62.5	1.6	110.38	106.62	3.5	70.10	66.65	5.2	5.7	0.5	2.1
South Carolina	57.9	57.1	1.4	92.43	89.52	3.3	53.51	51.09	4.7	5.1	0.3	1.8
Savannah, GA	68.7	66.5	3.3	97.34	94.53	3.0	66.91	62.87	6.4	5.1	-1.3	2.0
Myrtle Beach, SC*	49.6	49.4	0.4	99.59	97.62	2.0	49.35	48.18	2.4	2.5	0.0	0.4
Martinez/Aiken/I-20****	54.6	55.6	-1.7	84.84	82.45	2.9	46.33	45.81	1.1	3.1	1.9	0.2
Rock Hill/Monroe****	62.9	62.7	0.3	77.52	76.12	1.8	48.75	47.71	2.2	2.2	0.0	0.3
Spartanburg	58.2	57.8	0.8	69.23	65.26	6.1	40.31	37.69	6.9	5.3	-1.6	-0.8
Greenville	68.3	66.1	3.4	78.30	73.45	6.6	53.52	48.57	10.2	10.2	0.0	3.4
Anderson/Clemson	57.4	55.3	3.9	71.60	69.63	2.8	41.10	38.48	6.8	6.9	0.1	4.0
Columbia East	64.3	64.2	0.1	87.83	84.26	4.2	56.45	54.09	4.4	6.2	1.8	1.9
Columbia West	63.2	59.6	6.1	64.27	62.57	2.7	40.63	37.26	9.0	9.2	0.2	6.3
Florence/Dillon	56.4	60.9	-7.4	66.59	63.01	5.7	37.56	38.36	-2.1	-1.8	0.3	-7.1
Orangeburg/Sumter	54.8	51.7	6.0	65.03	66.03	-1.5	35.65	34.15	4.4	5.3	0.9	6.9
Hilton Head/Beaufort	56.9	55.9	1.7	127.81	126.00	1.4	72.66	70.46	3.1	0.3	-2.8	-1.2
I-95 Walterboro/Hardeeville	43.0	42.5	1.2	58.33	58.12	0.4	25.10	24.73	1.5	1.5	-0.1	1.1
South Carolina Small Towns	48.2	46.7	3.3	72.18	70.96	1.7	34.78	33.12	5.0	5.1	0.1	3.3
North Charleston	57.5	54.8	4.9	74.73	70.87	5.4	42.99	38.86	10.6	13.3	2.5	7.5
Charleston Airport	69.4	66.8	3.9	76.30	73.99	3.1	52.97	49.46	7.1	10.3	3.0	6.9
Charleston/West Ashley	80.1	79.6	0.7	169.91	160.41	5.9	136.09	127.65	6.6	8.7	1.9	2.6
Mount Pleasant/Isle Of Palms	62.9	64.7	-2.8	138.35	129.33	7.0	87.06	83.71	4.0	4.0	0.0	-2.8
Myrtle Beach North Area	46.4	46.8	-0.8	122.13	115.59	5.7	56.65	54.06	4.8	4.8	0.0	-0.8
Myrtle Beach & South	51.0	50.6	1.0	89.99	89.83	0.2	45.93	45.42	1.1	1.2	0.0	1.0

Segment	Participation			
	Properties***		Rooms	
	Census	Sample	Census	Sample
United States	52,752	30,221	4,918,727	3,510,767
South Atlantic	11,057	6,853	1,132,879	847,927
South Carolina	1,079	633	103,834	66,427
Savannah, GA	165	118	14,733	11,868
Myrtle Beach, SC*	217	68	29,346	10,791
Martinez/Aiken/I-20****	63	43	4,662	3,762
Rock Hill/Monroe****	71	56	6,473	5,588
Spartanburg	50	31	3,996	2,640
Greenville	80	58	8,517	6,750
Anderson/Clemson	38	27	2,747	2,133
Columbia East	58	51	5,428	5,179
Columbia West	66	48	5,979	4,695
Florence/Dillon	57	36	5,014	3,489
Orangeburg/Sumter	68	41	4,272	2,770
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	43	6,356	5,159
Charleston/West Ashley	52	30	6,316	4,415
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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