

# Weekly Lodging Outlook Survey

Week: 11/01/2015 - 11/07/2015

## Occupancy Analysis

Segment	Current Week Occupancy (%)							
	Sun	Mon	Tues	Wed	Thur	Fri	Sat	Total
<b>United States</b>	47.5	62.4	69.1	70.9	67.7	72.6	74.9	66.4
<b>South Atlantic</b>	48.2	60.8	67.5	70.6	68.9	75.9	77.6	67.1
<b>South Carolina</b>	43.6	55.8	63.3	67.0	64.4	72.6	72.6	62.8
Savannah, GA	54.0	60.8	66.7	72.2	73.7	90.4	87.6	72.2
Myrtle Beach	26.2	34.2	42.8	46.4	44.2	58.9	59.7	44.6
Martinez/Aiken/I-20	34.0	51.1	59.9	60.2	51.7	49.0	49.5	50.8
Rock Hill/Monroe	47.1	77.9	77.0	80.5	72.8	80.9	87.0	74.7
Spartanburg	54.1	74.9	81.3	81.1	74.1	68.2	71.8	72.2
Greenville	50.9	71.0	80.5	76.1	70.3	87.6	88.5	75.0
Anderson/Clemson	39.6	66.2	67.0	65.5	61.3	84.9	91.8	68.0
Columbia East	52.4	74.0	85.9	92.7	81.3	81.9	80.1	78.3
Columbia West	59.3	71.6	80.4	85.4	78.9	81.0	77.7	76.3
Florence/Dillon	52.1	58.7	62.7	64.5	63.3	60.3	64.1	60.8
Orangeburg/Sumter	50.7	54.3	54.4	60.1	59.4	69.6	66.9	59.4
Hilton Head/Beaufort	43.2	41.0	47.7	69.8	74.6	75.4	71.8	60.5
I-95 Walterboro/Hardeeville	50.9	49.1	45.8	47.9	57.9	56.5	61.6	52.8
South Carolina Rural Areas	43.6	60.4	67.2	66.0	58.8	63.1	62.5	60.2
North Charleston	54.2	71.9	80.3	81.1	75.3	83.4	83.3	75.6
Charleston Airport	56.3	72.3	78.5	81.5	76.7	86.8	86.9	77.0
Charleston/West Ashley	56.0	68.1	81.4	89.9	93.9	97.1	94.1	82.9
Mount Pleasant/Isle Of Palms	39.1	58.6	72.4	72.7	75.9	92.7	89.0	71.5
Myrtle Beach North Area	23.2	30.8	41.9	52.9	55.7	67.3	64.9	48.1
Myrtle Beach & South	27.6	35.8	43.1	43.3	38.7	54.9	57.2	43.0

Segment	Current Week Occupancy Percent Change (%)							
	Sun	Mon	Tues	Wed	Thur	Fri	Sat	Total
<b>United States</b>	-3.2	-0.1	0.2	0.1	0.2	1.2	1.5	0.2
<b>South Atlantic</b>	-1.6	-0.3	0.3	0.5	1.8	4.3	3.7	1.4
<b>South Carolina</b>	7.6	7.6	8.1	5.1	5.5	6.5	7.8	6.8
Savannah, GA	-0.9	-3.7	3.4	5.8	4.4	2.3	2.2	2.1
Myrtle Beach	1.6	3.1	14.1	11.1	5.1	-1.7	1.3	4.4
Martinez/Aiken/I-20	-11.6	-11.9	-7.0	-6.5	-9.4	-29.7	-21.4	-14.4
Rock Hill/Monroe	4.2	17.7	4.2	6.2	6.2	21.9	24.1	12.2
Spartanburg	28.8	23.3	19.8	21.1	28.3	15.9	37.8	24.4
Greenville	6.1	0.1	-2.7	-7.5	-0.3	17.4	17.2	4.0
Anderson/Clemson	20.6	25.0	7.4	4.6	1.1	43.2	59.8	22.7
Columbia East	22.6	16.9	6.9	4.9	9.2	17.7	29.9	14.1
Columbia West	35.5	22.8	17.6	20.2	30.2	35.6	34.9	27.4
Florence/Dillon	34.9	24.2	19.8	14.6	16.4	15.5	15.3	19.3
Orangeburg/Sumter	12.2	3.7	0.1	-4.5	3.1	16.6	7.0	5.3
Hilton Head/Beaufort	4.7	4.5	0.6	-4.5	-5.6	3.0	-1.8	-0.7
I-95 Walterboro/Hardeeville	-5.6	-3.1	-3.9	-15.3	-1.7	-14.2	-2.8	-6.9
South Carolina Rural Areas	9.0	5.3	7.7	2.3	4.1	1.4	-0.1	4.0
North Charleston	23.5	19.3	21.2	14.9	5.7	-0.5	-1.2	10.2
Charleston Airport	7.4	8.6	5.5	6.2	1.8	-3.9	-4.4	2.3
Charleston/West Ashley	-23.0	-12.1	-0.2	0.2	-0.8	0.0	-2.1	-4.7
Mount Pleasant/Isle Of Palms	-3.2	19.5	18.4	3.1	2.3	1.2	-1.8	4.8
Myrtle Beach North Area	-18.6	-18.5	-8.2	1.4	12.7	-9.5	-9.3	-6.3
Myrtle Beach & South	13.0	15.7	28.7	17.8	0.5	3.5	8.2	11.3

## ADR Analysis

Segment	Current Week ADR (\$)							
	Sun	Mon	Tues	Wed	Thur	Fri	Sat	Total
<b>United States</b>	112.81	119.50	123.65	124.67	121.36	119.54	120.96	120.73
<b>South Atlantic</b>	103.46	110.49	114.78	118.27	117.40	119.05	119.40	115.43
<b>South Carolina</b>	87.03	89.44	93.84	96.89	96.09	105.56	104.88	97.16
Savannah, GA	97.34	99.17	103.92	107.45	112.13	173.17	171.47	128.45
Myrtle Beach	71.35	69.85	76.57	78.61	76.14	77.86	78.52	76.26
Martinez/Aiken/I-20	65.75	76.44	81.47	80.19	71.22	64.68	64.64	72.88
Rock Hill/Monroe	77.63	98.83	98.54	99.80	90.16	83.69	83.75	90.97
Spartanburg	67.72	76.06	78.56	78.72	72.97	70.61	73.31	74.42
Greenville	87.37	97.51	100.49	98.32	91.99	109.38	110.65	100.56
Anderson/Clemson	78.97	85.33	85.96	85.26	92.94	182.20	184.44	122.22
Columbia East	91.95	101.44	103.51	101.90	96.84	93.19	91.56	97.58
Columbia West	70.87	76.06	78.04	78.07	74.21	72.64	72.02	74.72
Florence/Dillon	70.00	71.81	72.14	72.62	72.29	68.53	69.81	71.07
Orangeburg/Sumter	69.50	71.46	72.29	74.14	71.99	72.23	72.96	72.16
Hilton Head/Beaufort	124.48	110.62	112.91	118.77	117.99	119.50	120.67	118.22
I-95 Walterboro/Hardeeville	64.60	61.69	62.81	62.60	63.87	70.00	69.72	65.30
South Carolina Rural Areas	68.48	70.50	72.02	73.06	70.91	84.53	85.76	75.35
North Charleston	78.67	81.37	83.17	84.44	84.99	94.34	92.74	86.18
Charleston Airport	80.06	86.42	88.85	90.83	87.42	96.29	97.32	90.27
Charleston/West Ashley	166.55	167.10	182.14	200.86	204.85	244.30	236.75	204.69
Mount Pleasant/Isle Of Palms	129.76	123.56	123.61	121.00	122.46	143.92	144.77	131.06
Myrtle Beach North Area	92.43	87.61	91.33	93.39	93.14	90.60	93.64	91.99
Myrtle Beach & South	62.81	62.49	69.65	69.90	64.37	70.33	70.25	67.76

Segment	Current Week ADR Percent Change (%)							
	Sun	Mon	Tues	Wed	Thur	Fri	Sat	Total
<b>United States</b>	-0.6	1.7	2.2	3.5	3.7	4.8	4.9	3.1
<b>South Atlantic</b>	-0.2	2.3	2.9	5.5	6.3	9.4	9.9	5.6
<b>South Carolina</b>	3.6	6.5	6.1	4.7	3.4	8.3	7.8	6.0
Savannah, GA	8.2	7.0	9.3	7.8	8.5	7.6	9.0	8.3
Myrtle Beach	13.3	8.3	11.8	6.2	3.5	3.3	5.1	6.4
Martinez/Aiken/I-20	0.0	3.1	5.2	2.5	-4.2	-6.3	-4.0	0.3
Rock Hill/Monroe	5.0	16.6	7.2	9.4	6.7	10.6	8.5	9.1
Spartanburg	5.2	2.9	-5.5	0.7	-0.2	2.0	9.3	1.2
Greenville	18.6	13.9	7.7	3.7	8.4	24.1	23.2	14.1
Anderson/Clemson	12.8	16.2	10.2	9.9	19.2	136.9	140.6	60.3
Columbia East	2.7	11.0	8.5	9.0	6.5	8.6	9.6	8.0
Columbia West	6.9	11.4	6.8	4.9	7.9	6.9	6.1	7.0
Florence/Dillon	5.2	3.2	1.8	2.0	5.9	1.7	2.5	3.1
Orangeburg/Sumter	6.2	8.5	7.5	9.9	7.9	4.8	5.2	7.1
Hilton Head/Beaufort	12.2	10.2	11.9	8.9	5.3	9.1	7.1	8.7
I-95 Walterboro/Hardeeville	13.8	13.8	15.4	12.8	14.4	10.6	13.5	13.2
South Carolina Rural Areas	10.6	6.8	6.7	7.1	6.7	25.0	22.7	12.3
North Charleston	8.2	11.1	10.9	10.7	13.5	10.2	7.5	9.7
Charleston Airport	7.8	7.6	5.2	5.6	2.9	4.9	4.9	5.1
Charleston/West Ashley	-5.0	-1.4	1.7	1.0	-3.3	-4.9	-5.6	-2.1
Mount Pleasant/Isle Of Palms	18.9	16.4	9.1	-0.5	4.9	1.3	1.1	4.7
Myrtle Beach North Area	23.7	15.5	13.4	8.1	8.3	2.0	5.4	8.8
Myrtle Beach & South	11.5	8.1	15.0	6.6	-2.3	6.2	7.1	6.9

## RevPAR Analysis

Segment	Current Week RevPAR (\$)							
	Sun	Mon	Tues	Wed	Thur	Fri	Sat	Total
<b>United States</b>	53.58	74.56	85.48	88.35	82.14	86.84	90.64	80.23
<b>South Atlantic</b>	49.87	67.23	77.53	83.52	80.88	90.40	92.70	77.45
<b>South Carolina</b>	37.91	49.94	59.45	64.96	61.84	76.62	76.17	60.98
Savannah, GA	52.56	60.31	69.30	77.56	82.61	156.60	150.21	92.73
Myrtle Beach	18.66	23.87	32.73	36.51	33.69	45.89	46.90	34.04
Martinez/Aiken/I-20	22.34	39.03	48.79	48.29	36.81	31.68	31.98	36.99
Rock Hill/Monroe	36.53	76.98	75.88	80.38	65.64	67.72	72.88	68.00
Spartanburg	36.65	56.95	63.91	63.83	54.03	48.13	52.62	53.73
Greenville	44.45	69.21	80.89	74.87	64.69	95.81	97.96	75.41
Anderson/Clemson	31.28	56.52	57.57	55.88	56.95	154.71	169.28	83.17
Columbia East	48.17	75.10	88.94	94.43	78.73	76.36	73.37	76.44
Columbia West	42.05	54.49	62.75	66.67	58.57	58.81	55.94	57.04
Florence/Dillon	36.46	42.15	45.24	46.83	45.78	41.34	44.74	43.22
Orangeburg/Sumter	35.25	38.78	39.35	44.59	42.77	50.27	48.83	42.83
Hilton Head/Beaufort	53.71	45.30	53.89	82.89	88.01	90.16	86.65	71.52
I-95 Walterboro/Hardeeville	32.87	30.28	28.74	29.96	36.99	39.54	42.94	34.47
South Carolina Rural Areas	29.84	42.59	48.40	48.22	41.69	53.32	53.58	45.38
North Charleston	42.61	58.50	66.75	68.51	64.00	78.66	77.29	65.19
Charleston Airport	45.08	62.48	69.72	74.02	67.08	83.59	84.57	69.50
Charleston/West Ashley	93.26	113.84	148.30	180.65	192.33	237.10	222.76	169.75
Mount Pleasant/Isle Of Palms	50.75	72.39	89.51	87.95	92.97	133.43	128.84	93.69
Myrtle Beach North Area	21.44	26.97	38.30	49.44	51.85	60.99	60.78	44.25
Myrtle Beach & South	17.32	22.38	30.05	30.27	24.93	38.62	40.21	29.11

Current Week RevPAR Percent Change (%)							
Sun	Mon	Tues	Wed	Thur	Fri	Sat	Total
-3.8	1.6	2.5	3.6	4.0	6.0	6.5	3.3
-1.9	2.0	3.2	6.1	8.2	14.0	14.0	7.2
11.5	14.6	14.7	10.1	9.1	15.3	16.2	13.2
7.1	3.1	13.0	14.1	13.2	10.1	11.4	10.6
15.2	11.6	27.6	18.0	8.8	1.6	6.4	11.1
-11.6	-9.2	-2.1	-4.1	-13.2	-34.1	-24.5	-14.1
9.4	37.2	11.7	16.2	13.3	34.9	34.7	22.4
35.5	26.8	13.3	21.9	28.0	18.2	50.5	26.0
25.8	14.0	4.8	-4.0	8.1	45.7	44.3	18.7
36.1	45.3	18.3	14.9	20.6	239.1	284.3	96.6
26.0	29.8	16.1	14.3	16.3	27.8	42.4	23.2
44.9	36.8	25.7	26.1	40.5	44.9	43.0	36.3
42.0	28.2	22.0	16.8	23.2	17.5	18.2	23.0
19.2	12.5	7.6	5.0	11.3	22.2	12.6	12.7
17.5	15.1	12.5	4.0	-0.6	12.4	5.2	7.9
7.5	10.2	10.9	-4.4	12.5	-5.1	10.3	5.5
20.5	12.4	14.9	9.6	11.0	26.8	22.7	16.8
33.6	32.6	34.4	27.1	19.9	9.7	6.3	20.9
15.8	16.9	11.0	12.1	4.8	0.7	0.3	7.5
-26.9	-13.4	1.4	1.3	-4.1	-4.9	-7.6	-6.8
15.1	39.1	29.2	2.6	7.3	2.5	-0.8	9.7
0.7	-5.9	4.1	9.5	22.0	-7.7	-4.4	1.9
25.9	25.1	48.1	25.5	-1.8	9.9	15.9	19.0