



SOUTH CAROLINA STATISTICAL ABSTRACT

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Lodging Outlook Survey Calendar Year 2007 Compared With Calendar Year 2006

Operating Performance - January-December Year End

Segment	Occupancy Percent			Average Room Rate			RevPAR**			Room Revenue % Change	Rooms Available % Change	Rooms Sold % Change
	2007	2006	% Change	2007	2006	% Change	2007	2006	% Change			
United States	63.2	63.3	-0.2	103.64	97.89	5.9	65.50	61.96	5.7	7.2	1.4	1.2
South Atlantic	62.3	63.1	-1.3	104.00	98.58	5.5	64.81	62.19	4.2	5.4	1.2	-0.1
South Carolina	59.1	59.6	-0.8	87.05	81.77	6.5	51.42	48.77	5.4	7.8	2.2	1.2
Savannah, GA	66.1	68.3	-3.2	93.89	90.55	3.7	62.09	61.82	0.4	5.9	5.4	2.1
Myrtle Beach, SC*	56.4	57.4	-1.7	95.25	90.04	5.8	53.69	51.68	3.9	6.5	2.5	0.7
Martinez/Aiken /I-20*****	60.0	60.5	-0.8	67.98	64.16	6.0	40.77	38.83	5.0	1.0	-3.8	-4.7
Rock Hill/Monroe****	66.6	65.5	1.7	73.98	67.53	9.6	49.27	44.25	11.3	10.6	-0.6	1.0
Spartanburg	56.2	57.2	-1.7	61.19	57.70	6.0	34.42	33.03	4.2	6.1	1.8	0.0
City Of Greenville	62.8	65.4	-4.0	73.76	68.44	7.8	46.32	44.75	3.5	8.5	4.8	0.7
Anderson/Clemson	56.4	57.8	-2.4	68.35	64.42	6.1	38.53	37.23	3.5	4.2	0.7	-1.8
Columbia East	60.3	63.1	-4.4	79.57	73.58	8.1	47.97	46.41	3.4	7.3	3.8	-0.8
Columbia West	65.7	66.7	-1.5	65.97	60.85	8.4	43.34	40.58	6.8	9.8	2.8	1.3
Florence/Dillon	52.5	51.9	1.2	57.06	54.59	4.5	29.96	28.31	5.8	6.6	0.7	2.0
Orangeburg/Sumter	51.9	52.3	-0.8	60.19	56.65	6.2	31.22	29.62	5.4	6.3	0.9	0.1
Hilton Head/Beaufort	58.0	59.8	-3.0	130.42	125.99	3.5	75.60	75.34	0.3	1.0	0.7	-2.4

I-95 Walterboro/Hardeeville	47.7	48.1	-0.8	53.75	51.63	4.1	25.61	24.85	3.1	5.3	2.2	1.2
South Carolina SmallTowns	48.1	50.8	-5.3	67.62	63.93	5.8	32.52	32.51	0.0	1.1	1.0	-4.4
No. Charleston/Airport	69.4	66.5	4.4	69.45	65.34	6.3	48.23	43.46	11.0	17.5	5.8	10.5
Charleston/West Ashley	72.7	71.4	1.8	151.93	139.74	8.7	110.38	99.74	10.7	11.1	0.4	2.2
Mount Pleasant/Isle Of Palms	70.1	66.0	6.2	131.28	121.75	7.8	91.98	80.40	14.4	16.4	1.7	7.9
Myrtle Beach North Area	55.2	57.7	-4.3	119.27	111.48	7.0	65.85	64.30	2.4	7.0	4.5	0.0
Myrtle Beach and South	56.9	57.3	-0.7	85.10	80.90	5.2	48.40	46.34	4.4	6.2	1.7	1.0

Participation

	Properties***		Rooms	
	Census	Sample	Census	Sample
United States	48,064	25,444	4,478,676	3,070,637
South Atlantic	10,194	6,029	1,043,031	767,870
South Carolina	1,032	554	98,507	59,360
Savannah, GA	142	109	13,110	11,111
Myrtle Beach, SC*	211	59	27,590	8,633
Martinez/Aiken/I-20*****	57	35	4,091	2,877
Rock Hill/Monroe*****	64	48	5,826	4,697
Spartanburg	49	30	4,130	2,876
City Of Greenville	64	48	7,233	6,226
Anderson/Clemson	45	30	3,221	2,344
Columbia East	50	39	4,833	4,047
Columbia West	60	40	5,501	4,047
Florence/Dillon	56	35	4,882	3,506
Orangeburg/Sumter	65	34	4,245	2,588
Hilton Head/Beaufort	45	33	6,196	4,532
I-95 Walterboro/Hardeeville	47	24	3,221	1,985
South Carolina SmallTowns	125	45	6,770	3,123
No. Charleston/Airport	84	58	8,014	6,147
Charleston/West Ashley	51	29	6,051	4,286
Mount Pleasant/Isle Of Palms	23	17	2,654	2,221

Myrtle Beach North Area	56	25	8,425	4,378
Myrtle Beach and South	155	34	19,165	4,255

* "Myrtle Beach" is the combination of "North Myrtle Beach/Conway" and "Myrtle Beach and South."

** RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of rooms.

*** Hotels with 20 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 Augusta, Grovetown, Martinez and Thomson in GA in addition to the Aiken area in SC.

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Archives

[Travel and Tourism Annual Data for South Carolina \(2004, 2005\)](#)

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