

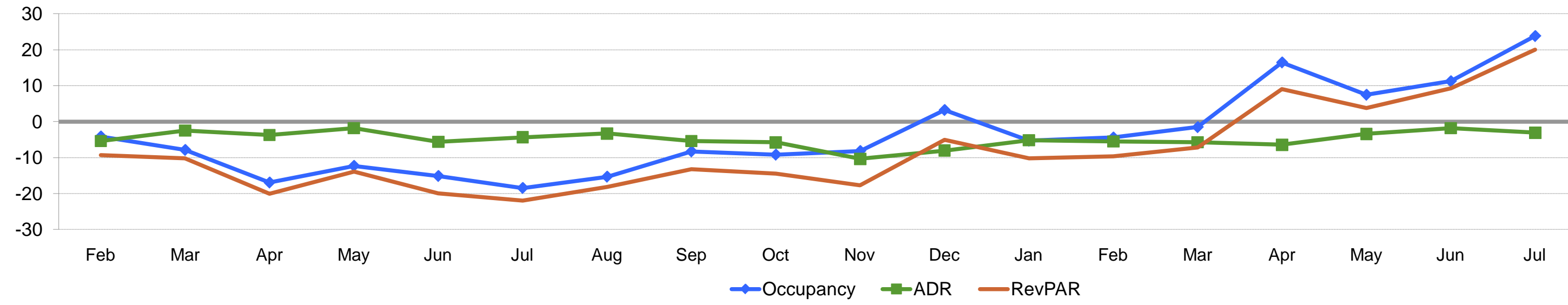
Tab 2 - Trend Spartanburg, SC

Currency: USD - US Dollar

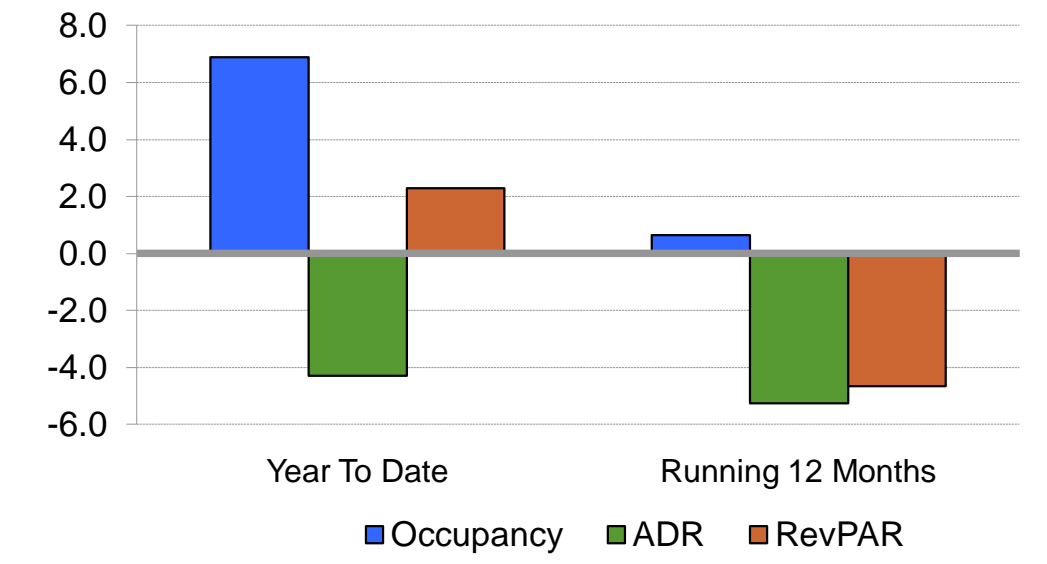
Spartanburg CVB

For the Month of July 2010

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2009												2010					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	52.2	53.4	47.1	49.8	51.8	48.3	45.0	45.5	49.6	42.0	41.2	39.9	49.9	52.6	54.9	53.6	57.6	59.8
Last Year	54.4	58.0	56.7	56.8	61.0	59.2	53.1	49.6	54.6	45.8	39.9	42.1	52.2	53.4	47.1	49.8	51.8	48.3
Percent Change	-4.1	-7.9	-16.9	-12.3	-15.1	-18.4	-15.3	-8.3	-9.2	-8.2	3.3	-5.3	-4.4	-1.5	16.5	7.5	11.3	23.8

Year To Date		
2008	2009	2010
56.1	49.2	52.6
57.0	56.1	49.2
-1.5	-12.3	6.9

Running 12 Months		
2008	2009	2010
56.0	49.0	49.3
56.4	56.0	49.0
-0.7	-12.5	0.6

ADR	2009												2010					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	62.10	63.67	63.97	64.22	63.32	63.58	62.83	63.23	63.18	59.23	56.93	59.46	58.70	60.02	59.86	62.03	62.18	61.64
Last Year	65.63	65.28	66.42	65.40	67.08	66.47	64.97	66.83	67.03	66.07	61.90	62.69	62.10	63.67	63.97	64.22	63.32	63.58
Percent Change	-5.4	-2.5	-3.7	-1.8	-5.6	-4.4	-3.3	-5.4	-5.7	-10.4	-8.0	-5.2	-5.5	-5.7	-6.4	-3.4	-1.8	-3.1

Year To Date		
2008	2009	2010
65.83	63.39	60.67
61.19	65.83	63.39
7.6	-3.7	-4.3

Running 12 Months		
2008	2009	2010
64.68	64.26	60.88
60.38	64.68	64.26
7.1	-0.7	-5.3

RevPAR	2009												2010					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	32.41	34.01	30.15	32.00	32.79	30.70	28.27	28.76	31.35	24.89	23.45	23.70	29.28	31.58	32.87	33.23	35.83	36.85
Last Year	35.73	37.85	37.69	37.16	40.93	39.35	34.52	33.15	36.63	30.23	24.69	26.38	32.41	34.01	30.15	32.00	32.79	30.70
Percent Change	-9.3	-10.1	-20.0	-13.9	-19.9	-22.0	-18.1	-13.2	-14.4	-17.7	-5.0	-10.2	-9.6	-7.2	9.0	3.8	9.3	20.1

Year To Date		
2008	2009	2010
36.95	31.20	31.92
34.88	36.95	31.20
5.9	-15.5	2.3

Running 12 Months		
2008	2009	2010
36.21	31.47	30.01
34.05	36.21	31.47
6.4	-13.1	-4.7

Supply	2009												2010					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	111,944	126,759	122,670	126,759	125,250	129,425	129,425	125,250	129,425	125,250	129,425	129,425	116,900	129,425	125,250	129,425	125,250	129,425
Last Year	111,944	123,938	119,940	123,938	119,940	123,938	123,938	119,940	123,938	119,940	123,938	123,938	111,944	126,759	122,670	126,759	125,250	129,425
Percent Change	0.0	2.3	2.3	2.3	4.4	4.4	4.4	4.4	4.4	4.4	4.4	4.4	4.4	2.1	2.1	2.1	0.0	0.0

Year To Date		
2008	2009	2010
847,576	866,745	885,100
844,848	847,576	866,745
0.3	2.3	2.1

Running 12 Months		
2008	2009	2010
1,459,270	1,478,439	1,523,875
1,443,078	1,459,270	1,478,439
1.1	1.3	3.1

Demand	2009												2010					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	58,423	67,723	57,827	63,169	64,875	62,487	58,244	56,982	64,231	52,633	53,307	51,589	58,320	68,099	68,781	69,331	72,180	77,385
Last Year	60,938	71,869	68,065	70,427	73,190	73,373	65,858	59,490	67,727	54,884	49,439	52,155	58,423	67,723	57,827	63,169	64,875	62,487
Percent Change	-4.1	-5.8	-15.0	-10.3	-11.4	-14.8	-11.6	-4.2	-5.2	-4.1	7.8	-1.1	-0.2	0.6	18.9	9.8	11.3	23.8

Year To Date		
2008	2009	2010
475,747	426,659	465,685
481,580	475,747	426,659
-1.2	-10.3	9.1

Running 12 Months		
2008	2009	2010
816,867	724,057	751,082
813,683	816,867	724,057
0.4	-11.4	3.7

Revenue	2009												2010					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	3,628,330	4,311,657	3,699,099	4,056,694	4,107,562	3,972,939	3,659,402	3,602,770	4,058,099	3,117,597	3,034,782	3,067,311	3,423,383	4,086,975	4,117,116	4,300,881	4,488,033	4,769,771
Last Year	3,999,272	4,691,370	4,520,624	4,605,954	4,909,597	4,877,466	4,278,530	3,975,552	4,539,697	3,626,340	3,060,317	3,269,520	3,628,330	4,311,657	3,699,099	4,056,694	4,107,562	3,972,939
Percent Change	-9.3	-8.1	-18.2	-11.9	-16.3	-18.5	-14.5	-9.4	-10.6	-14.0	-0.8	-6.2	-5.6	-5.2	11.3	6.0	9.3	20.1

Year To Date		
2008	2009	2010
31,316,319	27,045,801	28,253,470
29,466,062	31,316,319	27,045,801
6.3	-13.6	4.5

Running 12 Months		
2008	2009	2010
52,838,591	46,526,237	45,726,120
49,132,034	52,838,591	46,526,237
7.5	-11.9	-1.7

Census %	2009												2010					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Census Props	49	50	50	50	51	51	51	51	51	51	51	51	51	51	51	51	51	51
Census Rooms	3998	4089	4089	4089	4175	4175	4175	4175	4175	4175	4175	4175	4175	4175	4175	4175	4175	4175
% Rooms Participants	65.5	66.3	66.3	66.3	66.9	69.2	69.2	69.2	71.6	71.6	67.6	69.2	69.2	69.2	69.2	65.7	65.7	65.7

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Source 2010 SMITH TRAVEL RESEARCH, Inc.