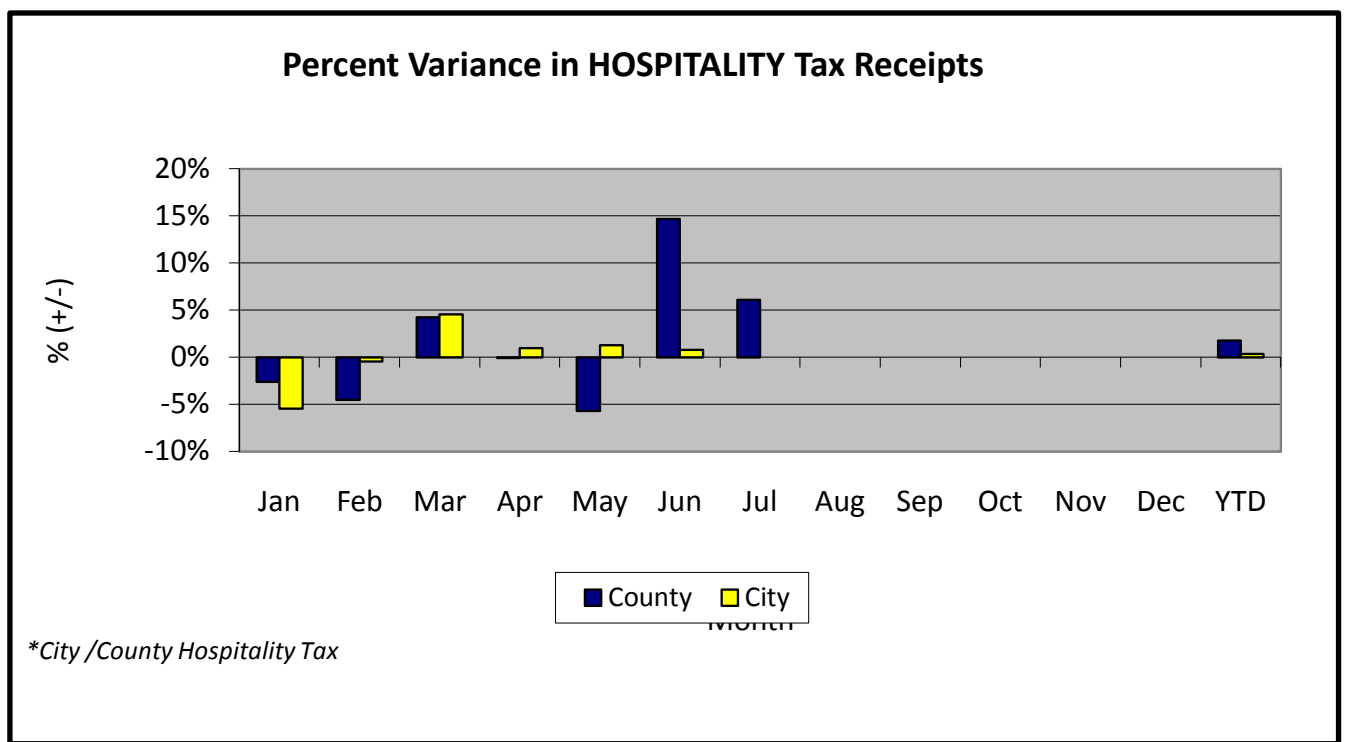
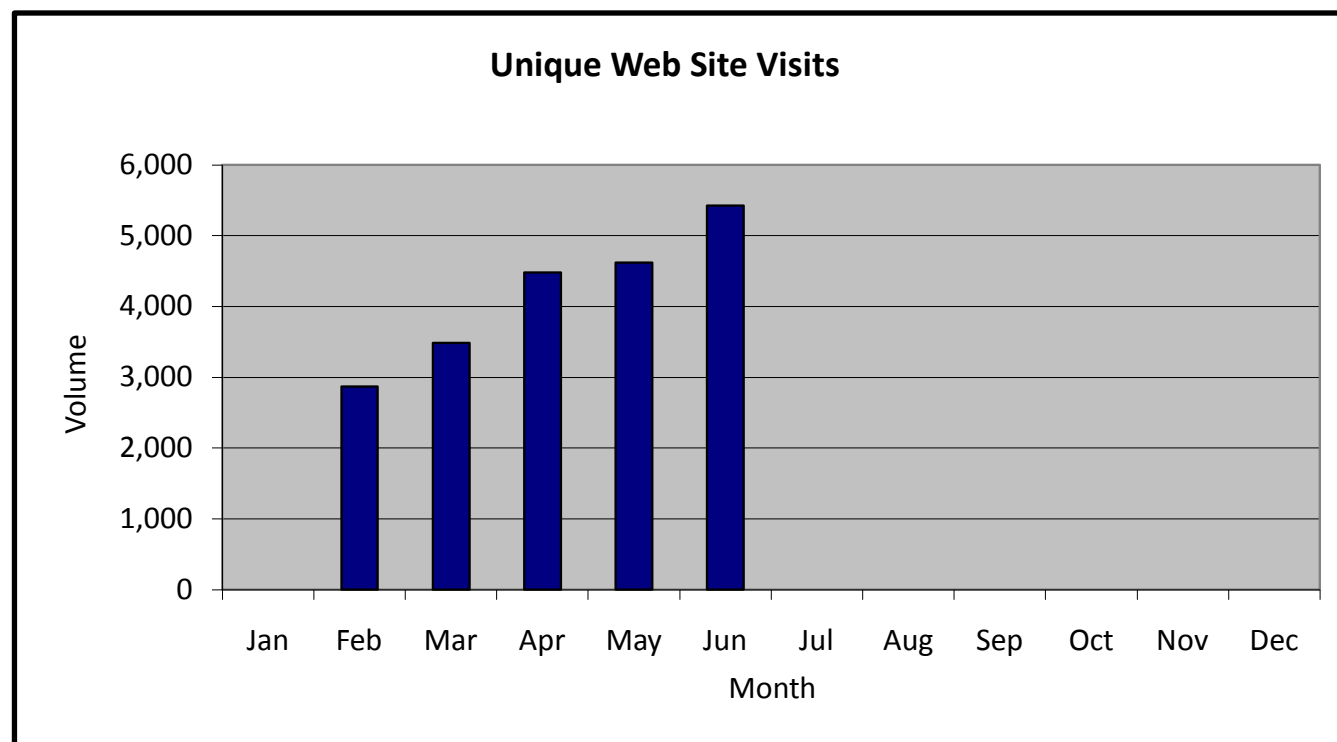
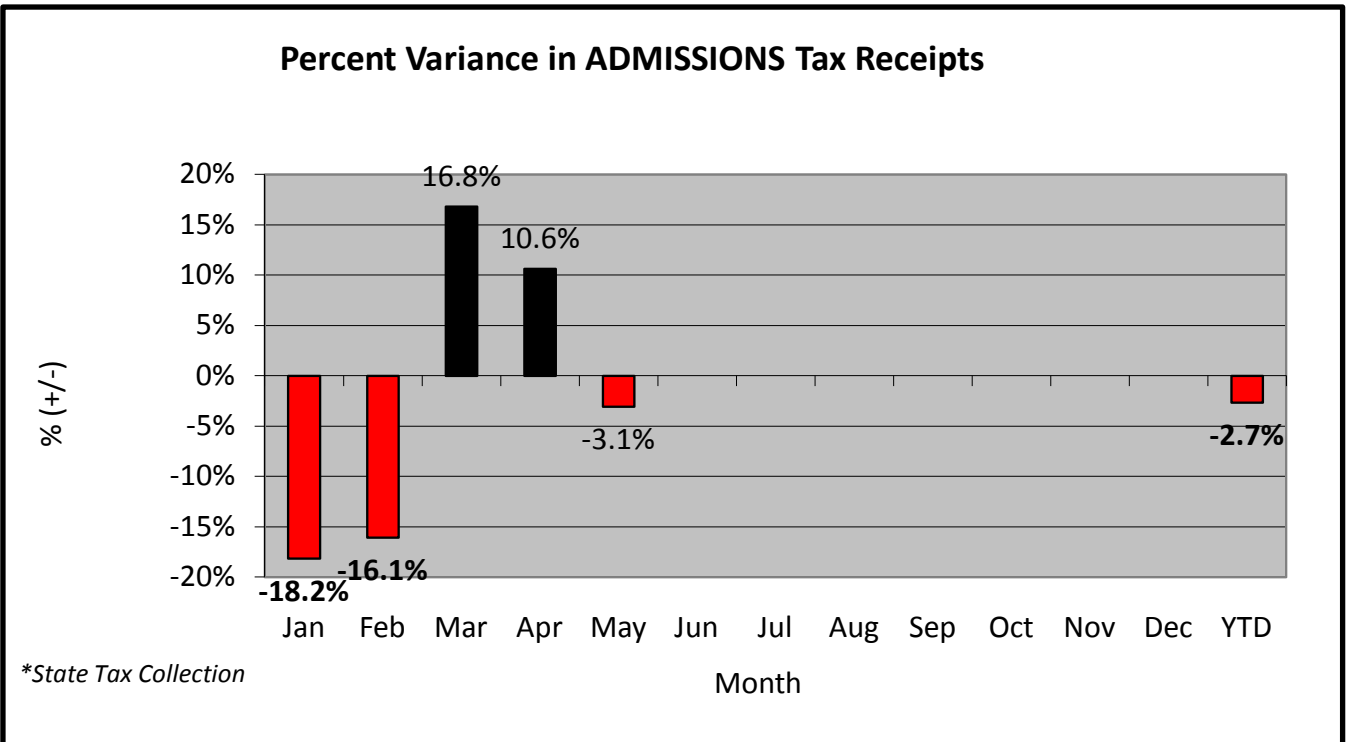
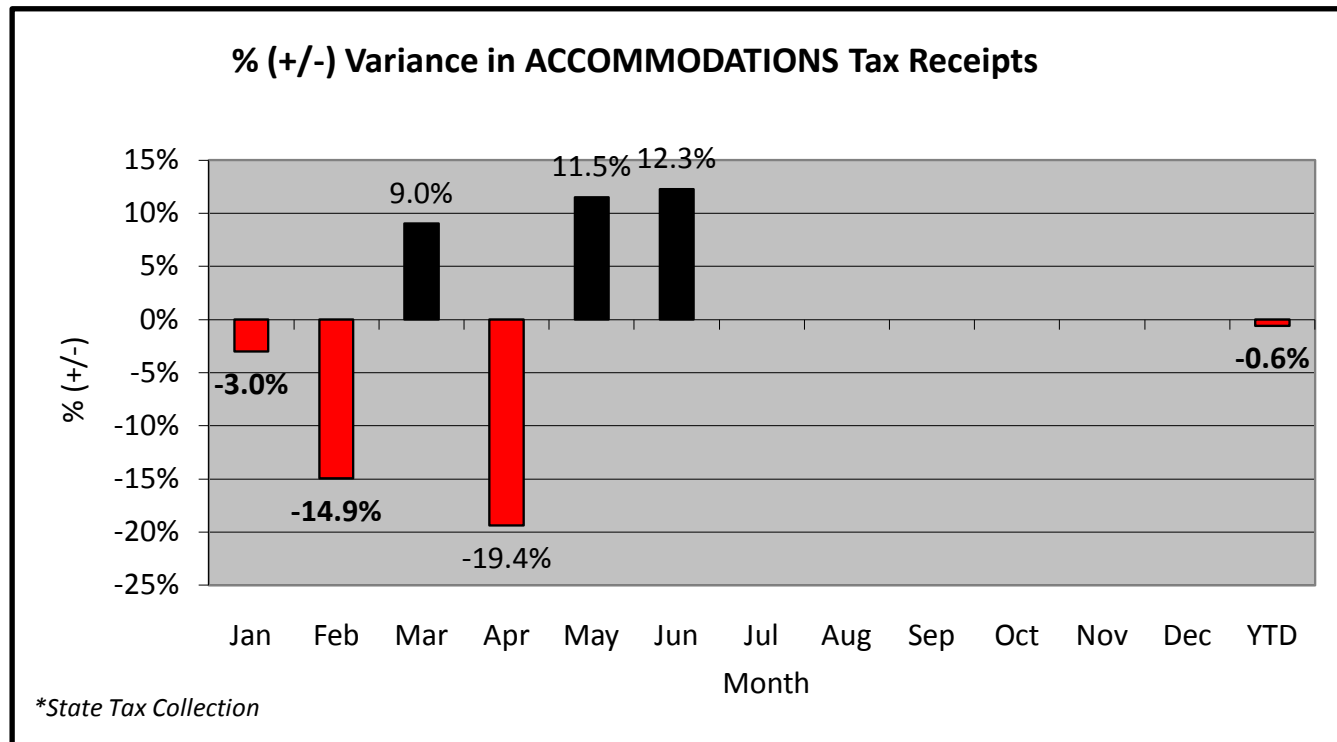
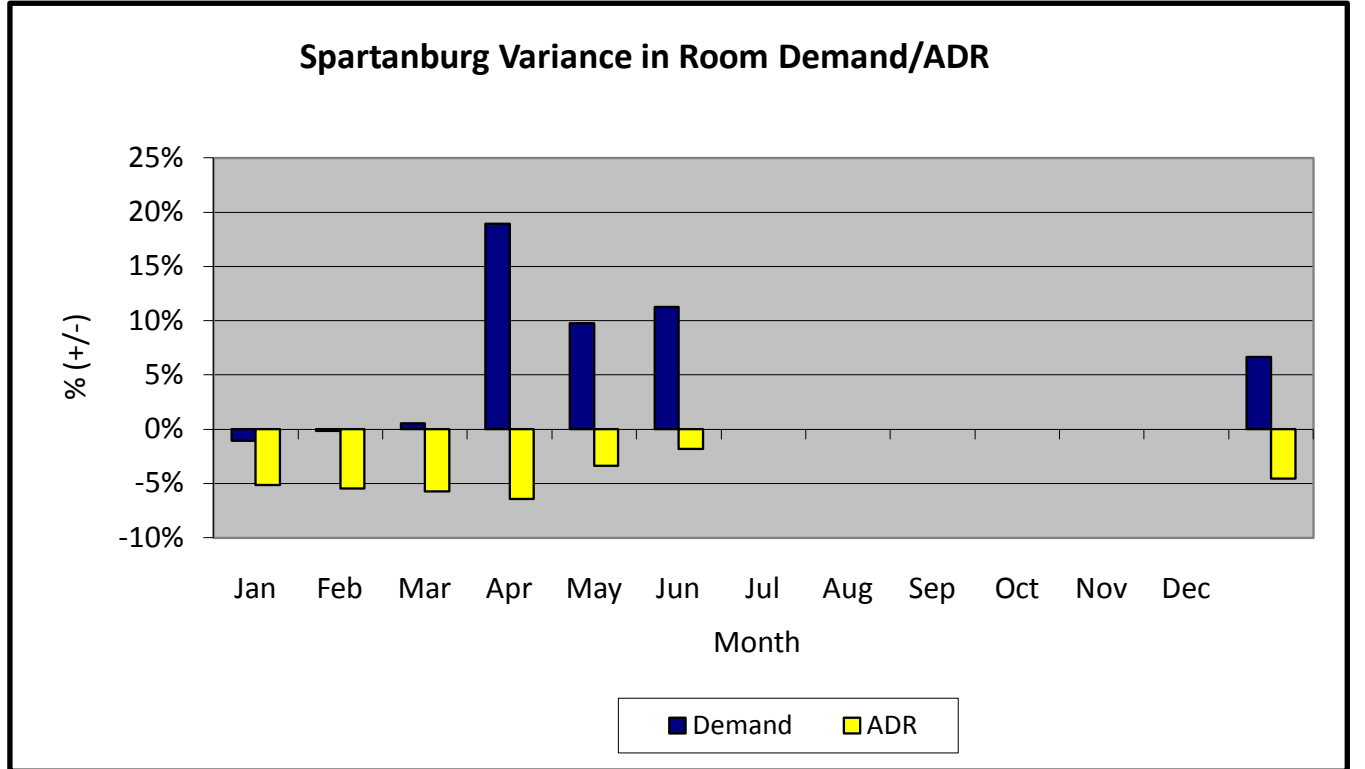
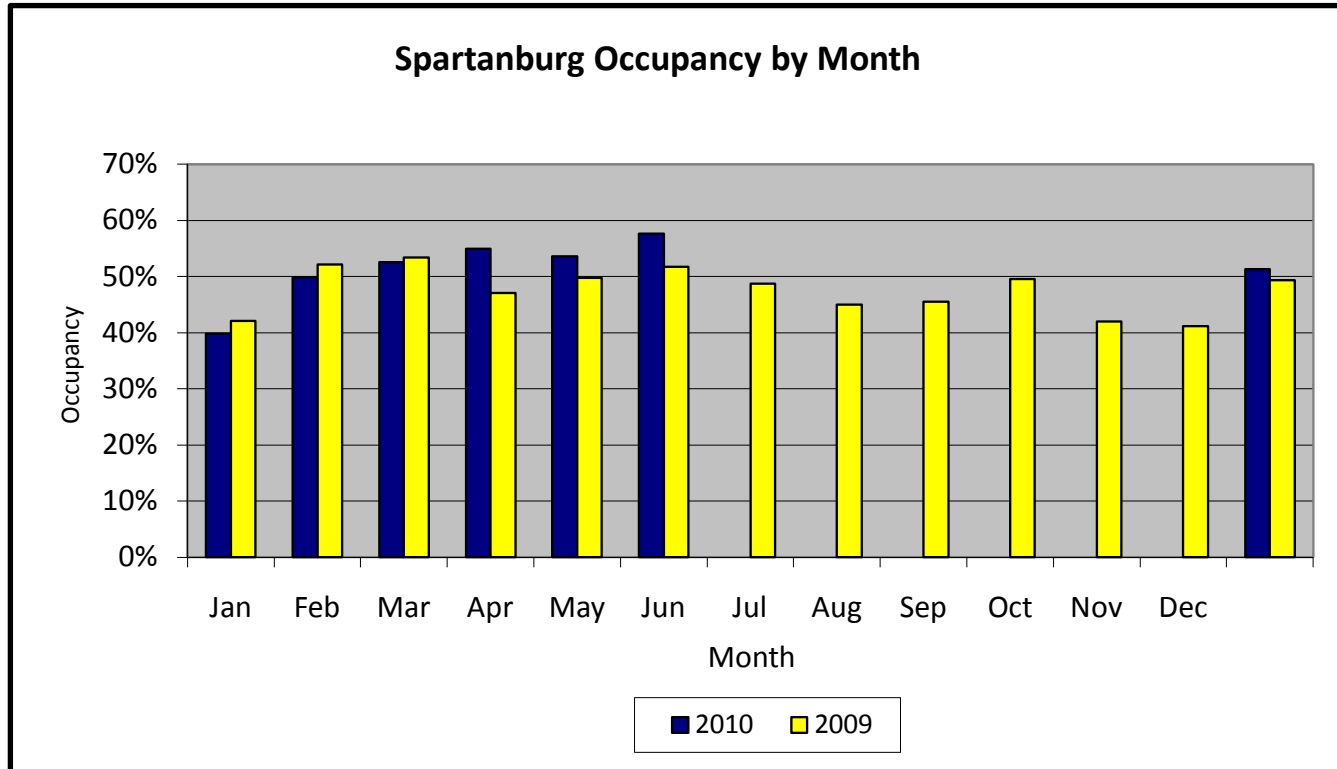


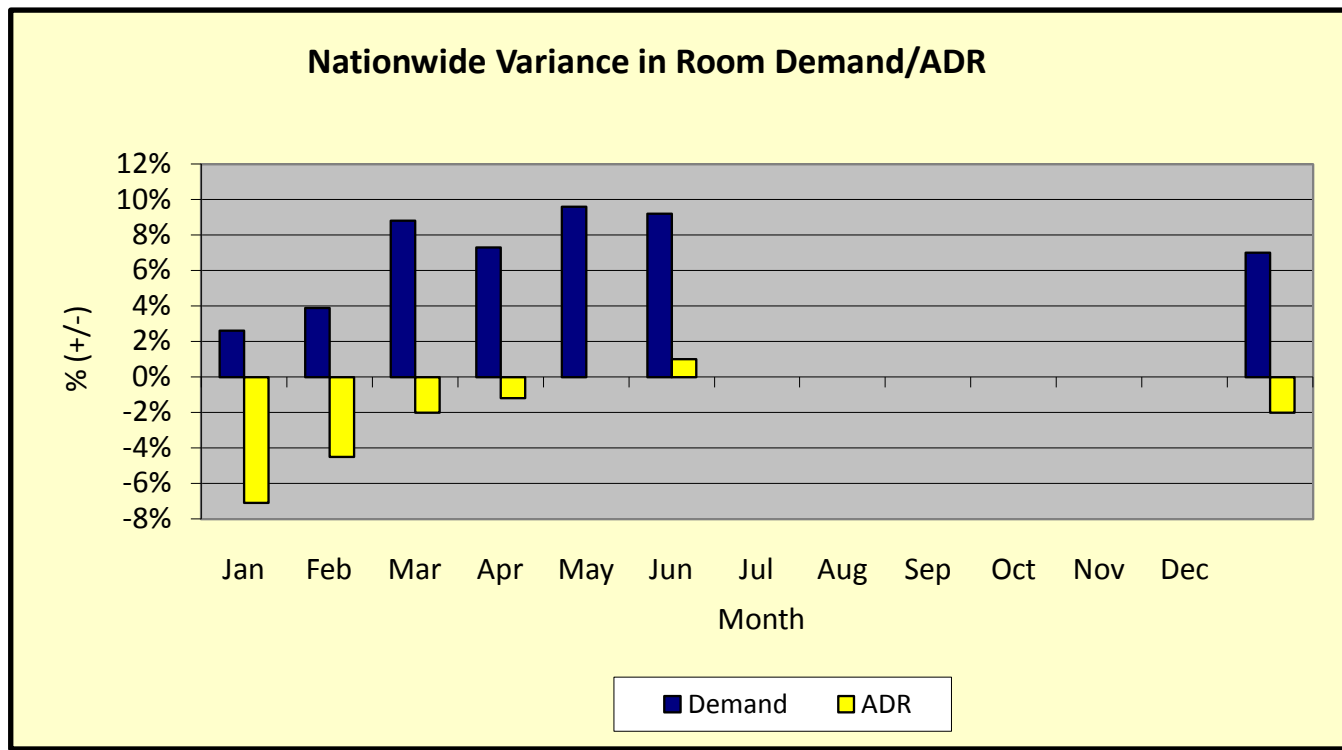
SPARTANBURG TOURISM SCORECARD

July 2010

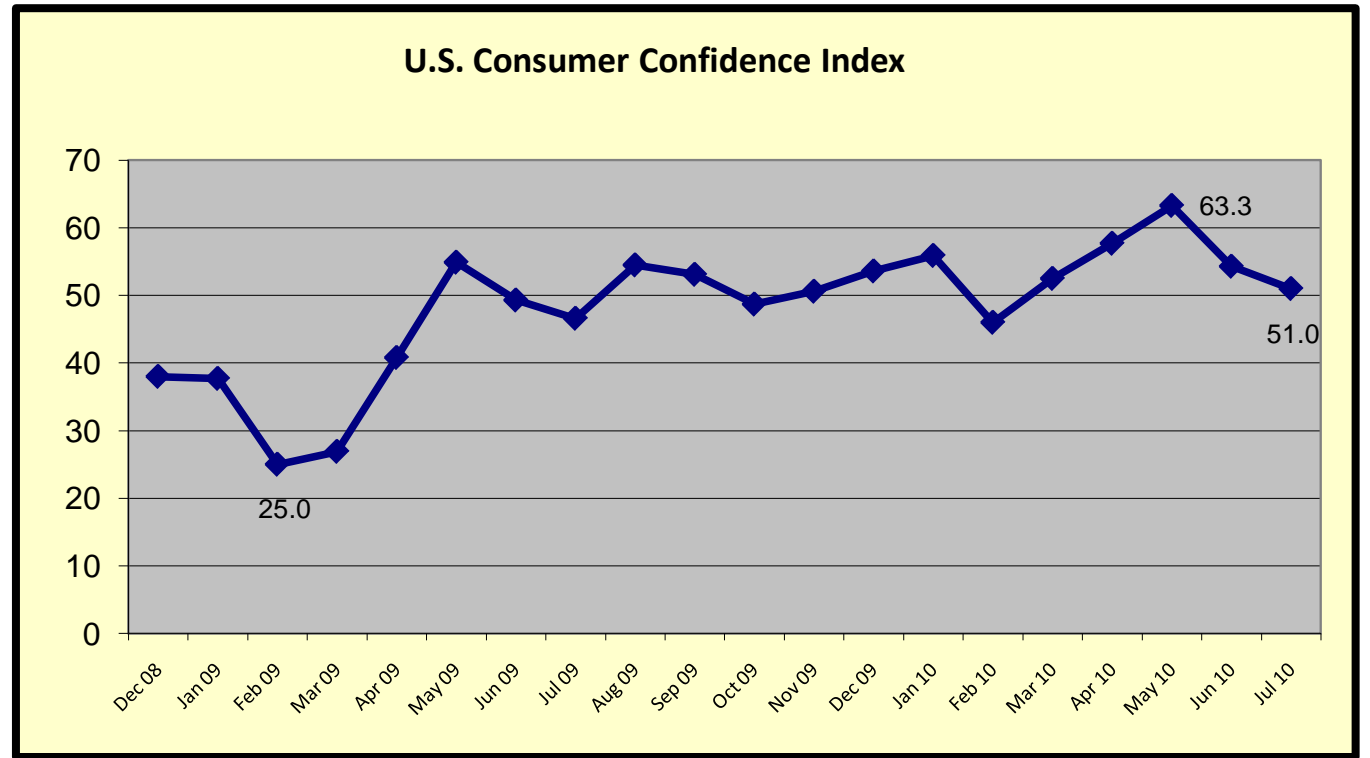


SPARTANBURG SCORECARD, Page 2

July 2010



Smith Travel Research



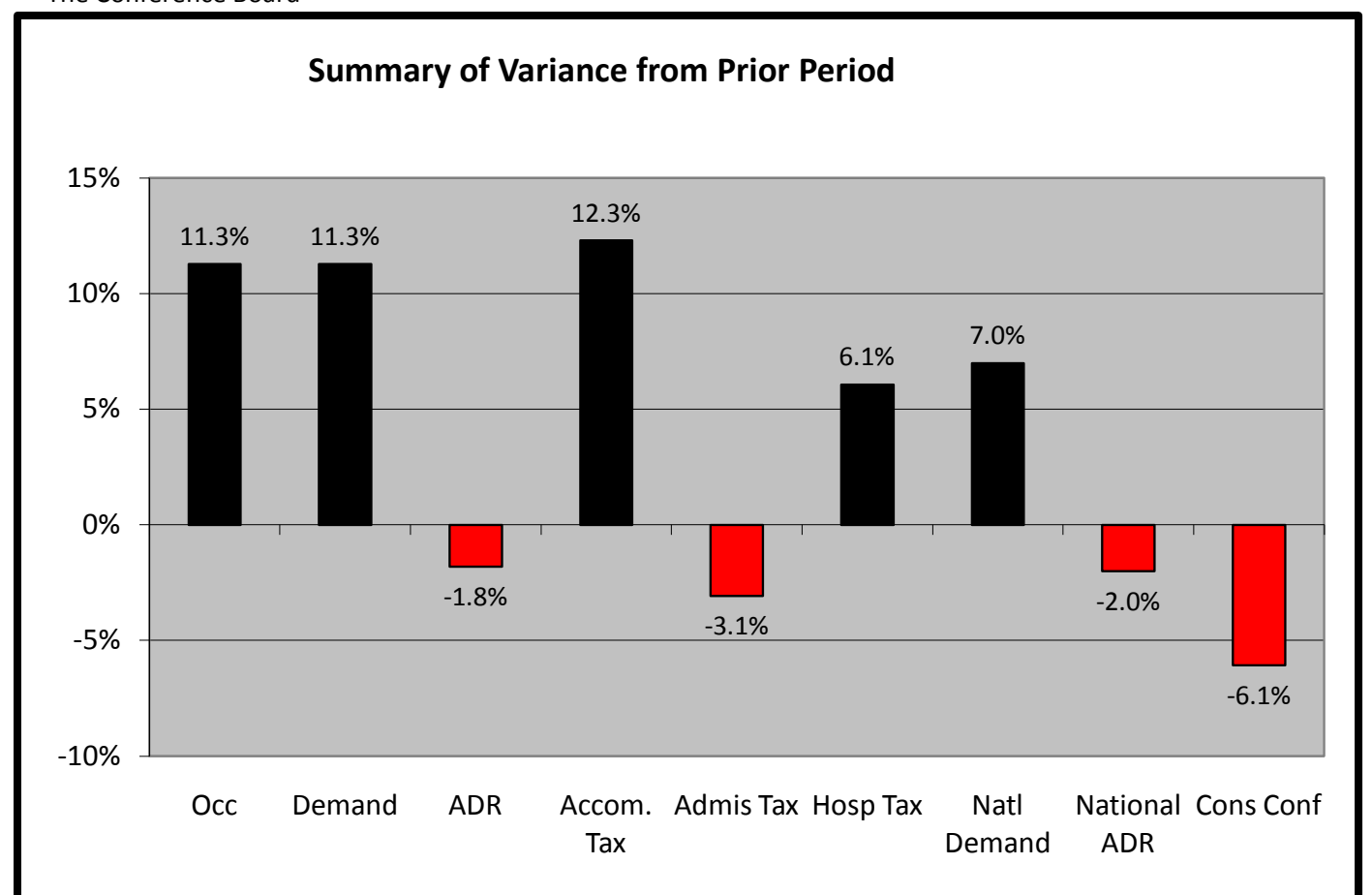
The Conference Board

Period	Variance*
Spartanburg Occupancy	11.3%
Spartanburg Rm Demand	11.3%
Spartanburg ADR	-1.8%
State Accommodations Tax	12.3%
State Admissions Tax	-3.1%
Local Hospitality Tax	6.1%
Nationwide Room Demand	7.0%
Nationwide ADR	-2.0%
Consumer Confidence	-6.1%

*from same month last year

DEFINITIONS	
Occupancy	Ratio of occupied rooms relative to total rooms available
Room Demand	Total number of occupied rooms
ADR	Average daily rate paid for a hotel room

YELLOW SHADING ON CHARTS DENOTES NATIONAL STATISTICS



12-Aug-10