

## ESTIMATION OF TOURISM ECONOMIC IMPACTS IN THE CHARLESTON AREA 2008

	2004	2005	2006	2007	2008
Charleston Visitor Center Traffic	969,218	972,372	1,005,905	1,029,399	902,820
<b>Charleston Area Attraction Attendance Total</b>	1,789,452	1,709,398	1,690,822	1,731,027	1,514,129
<b>Total Admission Tax Collected (5%)</b>	\$4,469,658	\$4,569,542	\$5,158,407	\$5,001,921	\$5,436,271
Berkeley County	\$462,696	\$481,664	\$506,569	\$510,873	\$466,363
Charleston County	\$3,738,294	\$3,880,888	\$4,444,408	\$4,268,095	\$4,657,645
Dorchester County	\$268,667	\$206,990	\$207,430	\$222,953	\$312,263
<b>Average Occupancy</b>	68%	68%	68%	71%	66%
<b>Average Expenditure Per Visitor Per day</b>	N/A	\$225	\$235	\$235	\$212
<b>Average Daily Rate</b>	\$113	\$116	\$123	\$132	\$133
<b>Hotel/Motel/Inn/B&amp;B Room Inventory**</b>	14,962	14,963	15,450	16,669	17,467
<b>Charleston County Total</b>	13,405	13,406	13,831	14,938	15,655
<b>Peninsula of Charleston</b>	3,631	3,631	3,997	4,438	4,461
<b>Charleston/West of the Ashley River (incl. West Islands)</b>	1,914	1,914	1,720	1,577	1,709
<b>North Charleston Area</b>	5,679	5,679	5,832	6,269	6,692
<b>East of the Cooper River (Mt. Pleasant and East Islands)</b>	2,181	2,182	2,282	2,654	2,668
<b>Dorchester County</b>	778	778	1,070	1,349	1,467
Berkeley County	779	779	549	382	345
<b>Total Lodging Sales</b>	\$380,080,255	\$426,829,835	\$465,767,736	\$520,502,789	\$513,502,328
Berkeley County	\$17,497,375	\$20,247,409	\$22,858,742	\$25,618,309	\$24,418,053
Charleston County	\$355,047,878	\$398,701,401	\$435,682,211	\$487,831,883	\$482,597,314
Dorchester County	\$7,535,002	\$7,881,026	\$7,226,784	\$7,052,598	\$6,486,961
<b>Revenue per Available Room</b>	\$25K	\$29K	\$31K	\$31K	\$29K
<b>Annual Number of Visitors</b>	4.11 Million	4.06 Million	4.21 Million	4.33 Million	4.12 Million
<b>Total Economic Impact</b>	\$2.49 Billion	\$2.80 Billion	\$3.06 Billion	\$3.09 Billion	\$3.05 Billion
<b>Percentage of Sales Attributable to Tourism</b>	10%	10%	12%	12%	11%
Berkeley County	2%	3%	3%	3%	2%
Charleston County	13%	13%	16%	16%	15%
Dorchester County	2%	2%	2%	2%	1%
<b>Earnings of Jobs</b>	\$0.8 Billion	\$1.0 Billion	\$1.1 Billion	\$1.1 Billion	\$1.0 Billion

\* IMAX Theater was close on September, 2007

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Top Origins of Visitors	
1. North Carolina	6. New York
2. South Carolina	7. Virginia
3. Florida	8. Massachusetts
4. Georgia	9. Michigan
5. Ohio	10. Kentucky

About 9% are international visitors, mostly from Canada and UK.

Charleston Area's Greatest Assets	
1. History	5. Shopping
2. Food	6. Local Hospitality
3. Attractions	7. Walkable City
4. Beach/Waterfront	8. Atmosphere

Average Expenditures in Charleston	
Accommodations	\$90
Dining/Food	\$50
Local Transportations	\$26
Tours/Attractions	\$26
Shopping	\$59
Other Expenses	\$20
<b>Expenditure per Person per Day</b>	<b>\$212</b>

The sum does not equal total expenditure because each category is calculated based on non-zero values.

Notes: Average Daily Rate and Occupancy Rate are calculated based on participating hotel only. Total lodging sales are based upon the State's 2% lodging tax, which includes all paid forms of commercial lodging including rental villas, beach houses and bed & breakfasts which are large sectors in this market. Economic impacts, the numbers of jobs and their earnings of 2008 are based on the IMPLAN model which might not be comparable to previous years.

Data Sources: Charleston Area Convention and Visitors Bureau, Smith Travel Research, South Carolina Department of Parks, Recreation and Tourism, Charleston Metro Chamber of