

Monthly Occupancy Reports-Charleston County

2009	Month	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	2009 Totals
Peninsula Area												
Room Inventory (supply)		4,461	4,461	4,461	4,461	4,461	4,461	4,436	4,420	4,420	4,420	4,446
Roomnights sold (demand)**		71,738	86,561	115,577	113,809	110,010	107,967	106,144	100,264	95,105	107,081	1,014,258
Changes in Roomnights from 08		-7.7%	-2.5%	-1.5%	-3.5%	-5.1%	-4.7%	-1.1%	2.7%	4.8%	0.6%	-1.8%
% Occupied*		51.88%	69.30%	83.58%	85.04%	79.55%	80.68%	77.18%	73.18%	71.72%	78.15%	75.23%
Changes in Occupancy from 08		-7.8%	-2.7%	-1.6%	-3.6%	-5.2%	-4.8%	-0.7%	3.5%	5.7%	1.5%	-1.4%
Average Daily Rate		\$118.55	\$132.51	\$152.21	\$164.58	\$158.17	\$147.27	\$135.43	\$128.29	\$146.10	\$156.18	\$144.26
Changes in ADR from 08		-6.8%	-7.3%	-8.8%	-11.8%	-9.4%	-7.5%	-6.8%	-7.6%	2.1%	-3.8%	-6.8%
Revenue per available Room		\$61.61	\$92.15	\$127.43	\$139.77	\$125.92	\$118.79	\$104.60	\$93.98	\$105.29	\$122.76	\$109.74
West of the Ashley												
Room Inventory (supply)		1,709	1,709	1,709	1,762	1,841	1,841	1,841	1,841	1,841	1,841	1,793
Roomnights sold (demand)*		26,079	28,257	40,449	42,632	41,862	42,071	45,098	39,679	35,243	41,762	383,131
Changes in Roomnights from 08		-7.5%	-16.7%	-1.8%	9.1%	8.7%	11.1%	17.6%	11.7%	2.0%	11.2%	5.0%
% Occupied		49.23%	59.05%	76.35%	80.66%	73.35%	76.18%	79.02%	69.53%	63.81%	73.18%	70.35%
Changes in Occupancy from 08		-14.0%	-22.5%	-1.2%	-1.6%	-6.1%	-4.1%	1.5%	-3.6%	-5.3%	3.2%	-4.7%
Average Daily Rate		\$80.69	\$88.93	\$97.03	\$108.35	\$107.36	\$100.68	\$98.69	\$92.61	\$90.31	\$89.89	\$95.71
Changes in ADR from 08		-2.6%	-7.0%	-13.6%	-10.0%	-8.4%	-10.4%	-8.4%	-7.5%	-7.6%	-12.9%	-8.8%
Revenue per available Room		\$39.76	\$52.57	\$74.22	\$87.28	\$78.80	\$76.67	\$78.00	\$64.67	\$57.59	\$66.08	\$68.03
North Charleston Area												
Room Inventory (supply)		6,692	6,692	6,618	6,543	6,543	6,543	6,535	6,509	6,509	6,602	6,579
Roomnights sold (demand)*		104,400	108,725	131,194	137,835	128,444	135,538	128,236	112,542	100,125	118,499	1,205,539
Changes in Roomnights from 08		0.8%	-11.4%	-3.9%	-6.8%	-12.7%	-10.6%	-11.0%	-17.8%	-13.7%	-9.8%	-9.9%
% Occupied		50.33%	58.03%	63.95%	70.22%	63.33%	69.05%	63.30%	55.78%	51.28%	57.90%	60.40%
Changes in Occupancy from 08		-5.6%	-17.0%	-15.3%	-10.7%	-16.4%	-9.0%	-9.3%	-15.5%	-11.2%	-8.6%	-11.9%
Average Daily Rate (\$)		\$89.94	\$93.60	\$93.47	\$93.92	\$91.25	\$89.02	\$85.78	\$83.35	\$83.03	\$84.67	\$88.72
Changes in ADR from 08		-2.0%	-4.4%	-5.6%	-9.4%	-9.5%	-10.5%	-10.7%	-12.2%	-11.9%	-11.0%	-8.8%
Revenue per available Room (\$)		\$45.37	\$54.38	\$59.89	\$66.09	\$57.89	\$61.53	\$54.37	\$46.62	\$42.59	\$49.22	\$53.83
East of the Cooper												
Room Inventory (supply)		2,768	2,692	2,692	2,692	2,692	2,692	2,692	2,689	2,689	2,689	2,699
Roomnights sold (demand)*		34,899	40,703	56,789	58,987	56,977	61,882	61,621	52,229	45,234	47,994	517,316
Changes in Roomnights from 08		-16.4%	-19.7%	-4.1%	-9.2%	-18.0%	-7.1%	-3.6%	-12.8%	-16.5%	-16.1%	-12.0%
% Occupied		40.68%	54.00%	68.05%	73.04%	68.28%	76.63%	73.84%	62.65%	56.08%	57.58%	63.40%
Changes in Occupancy from 08		-19.9%	-20.8%	-18.7%	-10.4%	-19.1%	-8.5%	-4.9%	-13.9%	-13.3%	-12.9%	-13.6%
Average Daily Rate (\$)		\$87.01	\$93.43	\$100.18	\$117.09	\$113.17	\$108.85	\$122.94	\$114.00	\$103.14	\$102.33	\$106.78
Changes in ADR from 08		-4.5%	-7.7%	-11.6%	-6.7%	-11.6%	-15.0%	-2.9%	-2.6%	-4.9%	-8.6%	-7.3%
Revenue per available Room (\$)		\$35.44	\$50.38	\$68.30	\$85.55	\$77.37	\$83.51	\$90.77	\$72.18	\$57.77	\$59.24	\$68.75
County Total												
Room Inventory (supply)		15,630	15,554	15,480	15,458	15,537	15,537	15,504	15,459	15,459	15,552	15,517
Roomnights sold (demand)*		237,117	264,246	344,009	353,263	337,293	347,459	341,099	304,715	275,707	315,336	3,120,244
Changes in Roomnights from 08		-5.9%	-9.2%	-0.6%	-5.2%	-9.8%	-4.4%	-4.5%	-8.2%	-7.9%	-6.6%	-6.2%
% Occupied		48.77%	61.40%	73.26%	77.18%	71.20%	75.45%	72.04%	64.90%	60.96%	66.90%	67.41%
Changes in Occupancy from 08		-10.2%	-11.6%	-9.2%	-7.0%	-11.7%	-6.8%	-4.0%	-6.9%	-4.4%	-3.9%	-7.3%
Average Daily Rate (\$)**		\$98.14	\$108.84	\$119.12	\$127.67	\$123.97	\$116.56	\$113.64	\$108.33	\$114.16	\$118.39	\$115.13
Changes in ADR from 08		-5.7%	-5.3%	-7.7%	-9.6%	-8.6%	-9.6%	-6.7%	-6.5%	-1.7%	-5.8%	-6.7%
Revenue per available Room (\$)		\$48.05	\$66.90	\$87.38	\$98.46	\$88.33	\$87.97	\$81.90	\$70.51	\$69.74	\$79.59	\$78.26

Notes:

*% Occupied/Monthly ADR/RevPar are determined using an average of averages

**Roomnights sold was determined by Room Inventory X Total Days in That Month X % Occupied

Limitations/Disclaimer:

Preliminary daily performance statistics are produced from STR's DaySTAR program.

The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or