

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	Nov-09	Dec-09	2009 Totals
Peninsula Area														
Room Inventory (supply)		3,387	3,387	3,387	3,387	3,387	3,387	3,362	3,346	3,346	3,346	3,346	3,346	3,368
Roomnights sold (demand)**		52,386	64,820	87,751	86,409	83,525	81,974	80,448	75,902	71,996	81,062	65,247	53,772	885,291
Changes in Roomnights from 08		-11.2%	-3.8%	-1.4%	-3.5%	-5.0%	-4.6%	-1.3%	2.4%	4.5%	0.3%	-5.1%	-4.3%	-2.6%
% Occupied*		49.89%	68.35%	83.58%	85.04%	79.55%	80.68%	77.18%	73.18%	71.72%	78.15%	65.00%	51.84%	71.97%
Changes in Occupancy from 08		-11.3%	-4.0%	-1.6%	-3.6%	-5.2%	-4.8%	-0.7%	3.5%	5.7%	1.5%	-4.0%	-3.2%	-2.3%
Average Daily Rate		\$128.70	\$135.50	\$152.21	\$164.58	\$158.17	\$147.27	\$135.43	\$128.29	\$146.10	\$156.18	\$141.90	\$119.65	\$142.72
Changes in ADR from 08		1.1%	-5.2%	-8.8%	-11.8%	-9.4%	-7.5%	-6.8%	-7.6%	2.1%	-3.8%	0.6%	-2.1%	-5.4%
Revenue per available Room		\$64.30	\$92.75	\$127.43	\$139.77	\$125.92	\$118.79	\$104.60	\$93.98	\$105.29	\$122.76	\$92.94	\$62.87	\$104.19
West of the Ashley														
Room Inventory (supply)		1,577	1,577	1,577	1,577	1,577	1,577	1,577	1,577	1,677	1,677	1,595	1,595	1,597
Roomnights sold (demand)*		24,065	26,074	37,325	38,160	35,859	36,038	38,631	33,989	32,104	38,041	26,617	20,935	387,837
Changes in Roomnights from 08		-7.0%	-16.2%	-9.4%	6.5%	1.6%	3.8%	9.8%	4.3%	0.7%	9.8%	-2.6%	-15.1%	-0.6%
% Occupied		49.23%	59.05%	76.35%	80.66%	73.35%	76.18%	79.02%	69.53%	63.81%	73.18%	55.63%	42.34%	66.52%
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%	-3.7%	-16.1%	-5.6%
Average Daily Rate		\$80.69	\$88.92	\$97.03	\$108.35	\$107.36	\$100.68	\$98.69	\$92.61	\$90.31	\$89.89	\$84.33	\$78.73	\$93.20
Changes in ADR from 08		-2.6%	-7.1%	-13.6%	-10.0%	-8.4%	-10.4%	-8.4%	-7.5%	-7.6%	-12.9%	-11.1%	-3.6%	-8.8%
Revenue per available Room		\$39.76	\$52.56	\$74.22	\$87.28	\$78.80	\$76.67	\$78.00	\$64.67	\$57.59	\$66.08	\$47.16	\$33.36	\$63.09
North Charleston Area														
Room Inventory (supply)		6,853	6,853	6,779	6,704	6,704	6,704	6,696	6,670	6,670	6,763	6,763	6,763	6,743
Roomnights sold (demand)*		106,982	111,369	134,385	141,226	131,605	138,873	131,396	115,326	102,602	121,389	100,329	79,458	1,414,941
Changes in Roomnights from 08		0.7%	-11.5%	-1.5%	-6.9%	-12.8%	-10.6%	-10.9%	-17.7%	-13.6%	-9.8%	-14.4%	-18.5%	-10.6%
% Occupied		50.36%	58.04%	63.95%	70.22%	63.33%	69.05%	63.30%	55.78%	51.28%	57.90%	49.45%	37.90%	57.40%
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%	-13.2%	-17.5%	-12.6%
Average Daily Rate (\$)		\$89.95	\$93.60	\$93.47	\$93.92	\$91.25	\$89.02	\$85.78	\$83.35	\$83.03	\$84.67	\$81.26	\$78.27	\$87.14
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%	-10.7%	-7.6%	-8.9%
Revenue per available Room (\$)		\$45.41	\$54.40	\$59.89	\$66.09	\$57.89	\$61.53	\$54.37	\$46.62	\$42.59	\$49.22	\$40.60	\$30.17	\$50.54
East of the Cooper														
Room Inventory (supply)		2,157	2,157	2,157	2,157	2,157	2,157	2,157	2,154	2,150	2,150	2,150	2,150	2,154
Roomnights sold (demand)*		25,643	32,176	45,503	47,264	45,653	49,584	49,375	41,824	36,169	38,374	28,735	20,515	460,816
Changes in Roomnights from 08		-18.1%	-15.3%	-23.2%	-2.9%	-12.3%	-0.7%	3.1%	-6.8%	-14.5%	-14.2%	-16.7%	-20.3%	-11.2%
% Occupied		38.35%	53.28%	68.05%	73.04%	68.28%	76.63%	73.84%	62.65%	56.08%	57.58%	44.55%	30.78%	58.58%
Changes in Occupancy from 08		-24.4%	-21.9%	-18.7%	-10.4%	-19.1%	-8.5%	-4.9%	-13.9%	-13.3%	-12.9%	-15.5%	-19.1%	-14.7%
Average Daily Rate (\$)		\$84.35	\$92.80	\$100.18	\$117.09	\$113.17	\$108.85	\$122.94	\$114.00	\$103.14	\$102.33	\$92.44	\$87.36	\$103.56
Changes in ADR from 08		-7.4%	-8.3%	-11.6%	-6.7%	-11.6%	-15.0%	-2.9%	-2.6%	-4.9%	-8.6%	-4.4%	1.4%	-6.9%
Revenue per available Room (\$)		\$32.40	\$49.41	\$68.30	\$85.55	\$77.37	\$83.51	\$90.77	\$72.18	\$57.77	\$59.24	\$41.39	\$27.01	\$62.32
Beach Communities***														
Room Inventory (supply)		1,088	1,012	1,012	1,012	1,012	1,012	1,012	1,013	1,015	1,015	1,015	1,015	1,019
County Total														
Room Inventory (supply)		15,062	14,986	14,912	14,837	14,837	14,837	14,804	14,759	14,858	14,951	14,869	14,869	14,882
Roomnights sold (demand)*		223,535	255,801	338,655	343,536	327,482	335,835	330,618	296,941	271,728	310,069	244,558	193,687	3,472,445
Changes in Roomnights from 08		-7.2%	-8.1%	-2.1%	-3.6%	-8.4%	-3.4%	-3.4%	-6.5%	-3.4%	-4.5%	-9.9%	-12.9%	-5.8%
% Occupied		47.88%	60.96%	73.26%	77.18%	71.20%	75.45%	72.04%	64.90%	60.96%	66.90%	54.83%	42.02%	63.89%
Changes in Occupancy from 08		-11.8%	-12.2%	-9.2%	-7.0%	-11.7%	-6.8%	-4.0%	-6.9%	-4.4%	-3.9%	-8.7%	-11.8%	-8.1%
Average Daily Rate (\$)**		\$102.67	\$109.83	\$119.12	\$127.67	\$123.97	\$116.56	\$113.64	\$108.33	\$114.16	\$118.39	\$109.29	\$98.02	\$113.46
Changes in ADR from 08		-1.4%	-4.4%	-7.7%	-9.6%	-8.6%	-9.6%	-6.7%	-6.5%	-1.7%	-5.8%	-2.9%	-1.9%	-5.8%
Revenue per available Room (\$)		\$49.23	\$67.00	\$87.38	\$98.46	\$88.33	\$87.97	\$81.90	\$70.51	\$69.74	\$79.59	\$60.37	\$41.64	\$73.46

Notes:

2009 room inventory numbers have been adjusted from those initially reported in 2009 to more accurately and appropriately reflect the Charleston County hotel room totals. Room inventory numbers from 2008 have also been back-adjusted for accurate comparison totals.

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

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

*** Properties in Beach communities include properties on Isle of Palms, Kiawah Island, and Folly Beach, which do not have sufficient number of reporting properties.

Limitations/Disclaimer:

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

Data is subject to change based on updated or newly acquired occupancy information

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 accuracy.