

2009

Accommodation Occupancy Trends for Charleston County, South Carolina

June, 2009

COLLEGE of
CHARLESTON



CHARLESTON AREA
SOUTH CAROLINA
Convention & Visitors Bureau

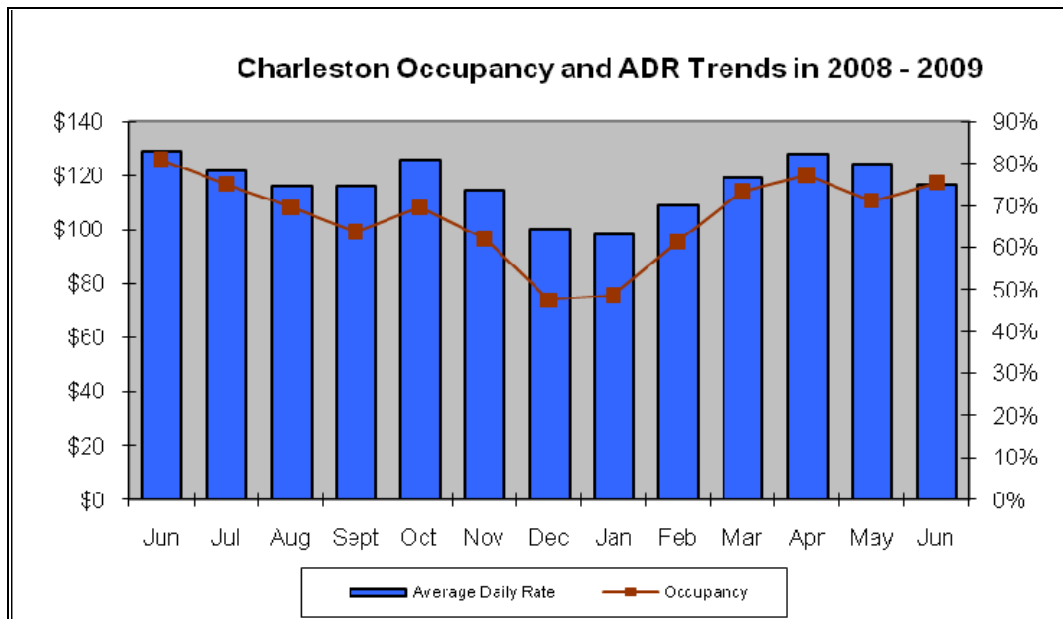
Compiled by
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Accommodation Performance Analysis

June, 2009

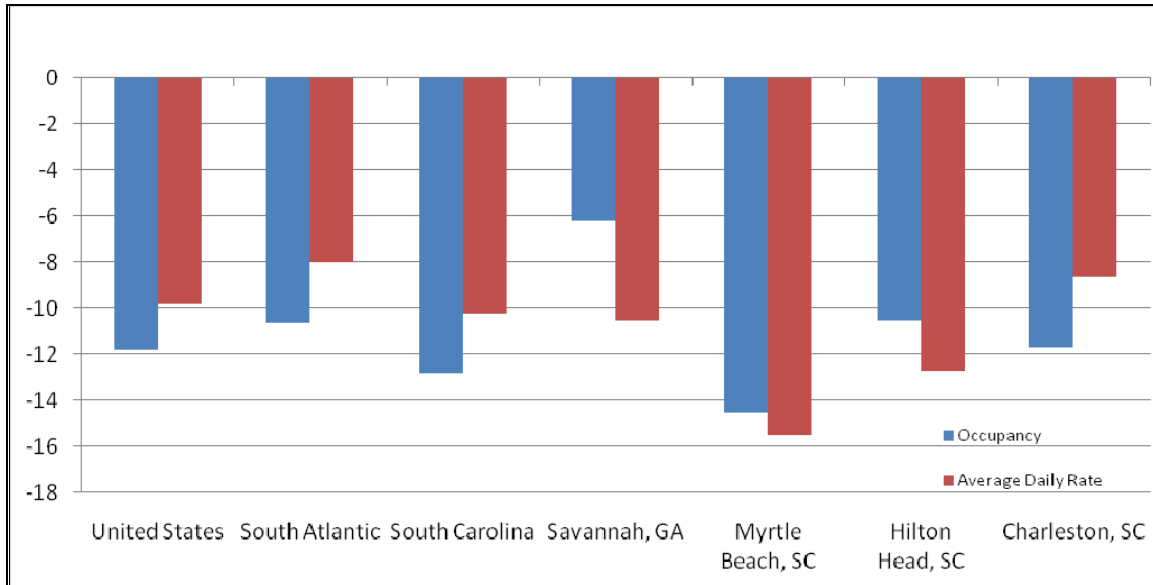
During the month of June, occupancy rates averaged 75.5%, a 6.8% decrease compared to June 2008. The Average Daily Rate (ADR) was \$116.6, which reflects a 9.6% decrease compared to the same time period last year, and the total room nights sold declined 9.6%. The state of the US economy is a major contributing factor to these declines.



In May 2009, Charleston County experienced a lower occupancy rate decrease compared to Myrtle Beach, South Carolina, and the United States in general for the same time period last year. However, it felt a greater decline than that actualized by Savannah, GA, Hilton Head, SC and South Atlantic region. Additionally, the ADR in Charleston County declined 8.6% compared to the same time last year, which was a greater decline than that felt by the South Atlantic, but

less than Savannah, Hilton Head, Myrtle Beach, South Atlantic region and the United States in general.

**Percentage Changes in Occupancy and ADR
May 2009 vs. 2008**



Methodology

The data are compiled based on STAR reports from Smith Travel Research, South Carolina Park, Recreation, and Tourism Department, and data from the Office of Tourism Analysis. No representation is made as to its completeness or accuracy.

Office of Tourism Analysis

The Office of Tourism Analysis was founded in 2005 and operates as a unit of the College of Charleston's Department of Hospitality and Tourism management. It is counseled and advised by industry and community leaders charged with proposing the office's research priorities. The Office collaborates with the Charleston Area Convention and Visitors Bureau and the Charleston Metro Chamber of Commerce to implement a series of competitive research, monitor programs, and disseminate relevant information to decision-makers and stakeholders in the Lowcountry's hospitality and tourism industry. For more information, please contact Dr. Pan at panb@cofc.edu.

Monthly Occupancy Reports-Charleston County

| 2009 | Month | Jan-09 | Feb-09 | Mar-09 | Apr-09 | May-09 | Jun-09 | 2009 Totals |
|--------------------------------------|-------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Peninsula Area | | | | | | | | |
| Room Inventory (supply) | | 4,461 | 4,461 | 4,461 | 4,461 | 4,461 | 4,461 | 4,461 |
| Roomnights sold (demand)** | | 71,738 | 86,561 | 115,577 | 113,809 | 110,010 | 107,967 | 605,663 |
| Changes in Roomnights from 08 | | -7.7% | -2.5% | -1.5% | -3.5% | -5.1% | -4.7% | -4.0% |
| % Occupied* | | 51.88% | 69.30% | 83.58% | 85.04% | 79.55% | 80.68% | 75.40% |
| Changes in Occupancy from 08 | | -7.8% | -2.7% | -1.6% | -3.6% | -5.2% | -4.8% | -3.6% |
| Average Daily Rate | | \$118.55 | \$132.51 | \$152.21 | \$164.58 | \$158.17 | \$147.27 | \$146.31 |
| Changes in ADR from 08 | | -6.8% | -7.3% | -8.8% | -11.8% | -9.4% | -7.5% | -8.4% |
| Revenue per available Room | | \$61.61 | \$92.15 | \$127.43 | \$139.77 | \$120.56 | \$97.91 | \$107.90 |
| West of the Ashley | | | | | | | | |
| Room Inventory (supply) | | 1,709 | 1,709 | 1,709 | 1,762 | 1,841 | 1,841 | 1,762 |
| Roomnights sold (demand)* | | 26,079 | 28,257 | 40,449 | 42,632 | 41,862 | 42,071 | 221,350 |
| Changes in Roomnights from 08 | | -7.5% | -16.7% | -1.8% | 9.1% | 8.7% | 11.1% | 1.2% |
| % Occupied | | 49.23% | 59.05% | 76.35% | 80.66% | 73.35% | 76.18% | 69.60% |
| Changes in Occupancy from 08 | | -14.0% | -22.5% | -1.2% | -1.6% | -6.1% | -4.1% | -7.1% |
| Average Daily Rate | | \$80.69 | \$88.93 | \$97.03 | \$108.35 | \$107.36 | \$100.68 | \$97.62 |
| Changes in ADR from 08 | | -2.6% | -7.0% | -13.6% | -10.0% | -8.4% | -10.4% | -8.6% |
| Revenue per available Room | | \$39.76 | \$52.57 | \$74.22 | \$87.28 | \$78.80 | \$76.67 | \$68.98 |
| North Charleston Area | | | | | | | | |
| Room Inventory (supply) | | 6,692 | 6,692 | 6,618 | 6,543 | 6,543 | 6,543 | 6,605 |
| Roomnights sold (demand)* | | 104,400 | 108,725 | 131,194 | 137,835 | 128,444 | 135,538 | 746,136 |
| Changes in Roomnights from 08 | | 0.8% | -11.4% | -3.9% | -6.8% | -12.7% | -10.6% | -7.8% |
| % Occupied | | 50.33% | 58.03% | 63.95% | 70.22% | 63.33% | 69.05% | 62.79% |
| Changes in Occupancy from 08 | | -5.6% | -17.0% | -15.3% | -10.7% | -16.4% | -9.0% | -12.1% |
| Average Daily Rate (\$) | | \$89.94 | \$93.60 | \$93.47 | \$93.92 | \$91.25 | \$89.02 | \$91.95 |
| Changes in ADR from 08 | | -2.0% | -4.4% | -5.6% | -9.4% | -9.5% | -10.5% | -6.9% |
| Revenue per available Room (\$) | | \$45.37 | \$54.38 | \$59.89 | \$66.09 | \$57.89 | \$61.53 | \$57.87 |
| East of the Cooper | | | | | | | | |
| Room Inventory (supply) | | 2,768 | 2,692 | 2,692 | 2,692 | 2,692 | 2,692 | 2,705 |
| Roomnights sold (demand)* | | 34,899 | 40,703 | 56,789 | 58,987 | 56,977 | 61,882 | 310,238 |
| Changes in Roomnights from 08 | | -16.4% | -19.7% | -4.1% | -9.2% | -18.0% | -7.1% | -12.0% |
| % Occupied | | 40.68% | 54.00% | 68.05% | 73.04% | 68.28% | 76.63% | 63.83% |
| Changes in Occupancy from 08 | | -19.9% | -20.8% | -18.7% | -10.4% | -19.1% | -8.5% | -15.4% |
| Average Daily Rate (\$) | | \$87.01 | \$93.43 | \$100.18 | \$117.09 | \$113.17 | \$108.85 | \$103.84 |
| Changes in ADR from 08 | | -4.5% | -7.7% | -11.6% | -6.7% | -11.6% | -15.0% | -9.4% |
| Revenue per available Room (\$) | | \$35.44 | \$50.38 | \$68.30 | \$85.55 | \$77.37 | \$83.51 | \$67.51 |
| County Total | | | | | | | | |
| Room Inventory (supply) | | 15,630 | 15,554 | 15,480 | 15,458 | 15,537 | 15,537 | 15,533 |
| Roomnights sold (demand)* | | 237,117 | 264,246 | 344,009 | 353,263 | 337,293 | 347,459 | 1,883,387 |
| Changes in Roomnights from 08 | | -5.9% | -9.2% | -0.6% | -5.2% | -9.8% | -4.4% | -5.8% |
| % Occupied | | 48.77% | 61.40% | 73.26% | 77.18% | 71.20% | 75.45% | 68.25% |
| Changes in Occupancy from 08 | | -10.2% | -11.6% | -9.2% | -7.0% | -11.7% | -6.8% | -8.8% |
| Average Daily Rate (\$)** | | \$98.14 | \$108.84 | \$119.12 | \$127.67 | \$123.97 | \$116.56 | \$116.19 |
| Changes in ADR from 08 | | -5.7% | -5.3% | -7.7% | -9.6% | -8.6% | -9.6% | -7.6% |
| Revenue per available Room (\$) | | \$45.55 | \$62.37 | \$82.46 | \$94.67 | \$83.65 | \$79.90 | \$75.56 |

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