

Accommodation Statistics

The Clay Brittain Jr. Center for Resort Tourism at Coastal Carolina University began collecting occupancy, average daily room rate (ADR) and revenue per available room data on a voluntary basis from independent Grand Strand lodging properties in 2005. The center's short-term research goals are to develop new approaches to monitoring tourism supply and demand. They currently monitor this data during the weekday (Sunday - Thursday) and on the weekend (Friday - Saturday) and show a comparison from year to year.

The following information shows the last three year's monthly occupancy rate percentages (room nights \occupied/room nights available) and the average daily room rate (ADR; total room revenue/room nights occupied) collected by the Clay Britain Jr. Center for Resort Tourism.

Month	2006		2007		2008	
	<u>Occ Rate</u>	<u>ADR</u>	<u>Occ Rate</u>	<u>ADR</u>	<u>Occ Rate</u>	<u>ADR</u>
January	31.0	\$42.28	34.0	\$55.95	32.1	\$58.54
February	49.1	\$56.88	53.0	\$71.90	50.0	\$73.02
March	51.4	\$73.82	64.2	\$83.84	62.1	\$88.87
April	66.0	\$98.47	69.1	\$98.29	60.0	\$95.87
May	57.0	\$110.12	60.9	\$116.61	58.9	\$111.84
June	65.8	\$125.87	74.6	\$144.34	73.0	\$145.72
July	62.4	\$119.96	83.0	\$162.96	83.4	\$159.59
August	58.5	\$112.66	75.8	\$129.77	73.7	\$125.09
September	49.0	\$78.99	62.4	\$93.15	52.2	\$83.14
October	46.3	\$68.73	54.3	\$76.80	55.9	\$77.98
November	59.8	\$97.73	40.0	\$72.18	40.6	\$73.40
December	28.7	\$54.81	24.7	\$59.20	25.2	\$59.92
Yearly Average	56.6	\$86.69	53.7	\$87.68	49.5	\$88.46

A majority of visitors vacation along the Grand Strand during the summer months. The following charts show the Grand Strand weekly lodging performance for the 12 weeks beginning June 1, 2008 and ending August 23, 2008, and comparing it to the 12 weeks beginning June 3, 2007 and ending August 25, 2007.

Property Type	2008 Occupancy	2007 Occupancy	% Change	2008 ADR	2007 ADR	% Change	&
Hotels/ Condotel, Campsites	78.6%	81.6%	-2.9	\$139.65	\$138.85	0.72%	

* The data above is based on a convenience sample
with an average size of 9,216 units per week.

Property Type	2008 Occupancy	2007 Occupancy	% Change	2008 ADR	2007 ADR	% Change
Vacation Rental Homes (7 day rental)	79.5%	83.2%	-0.04	\$433.55	\$397.24	7.61%

*The data above is based on a random sample of 157 units per week.

Note: The above analysis is based on sample estimates. Actual business performance results may vary greatly. Therefore, neither the above centers nor Coastal Carolina University warrant the use of the above data or analysis for specific business applications.

Source: Coastal Carolina University