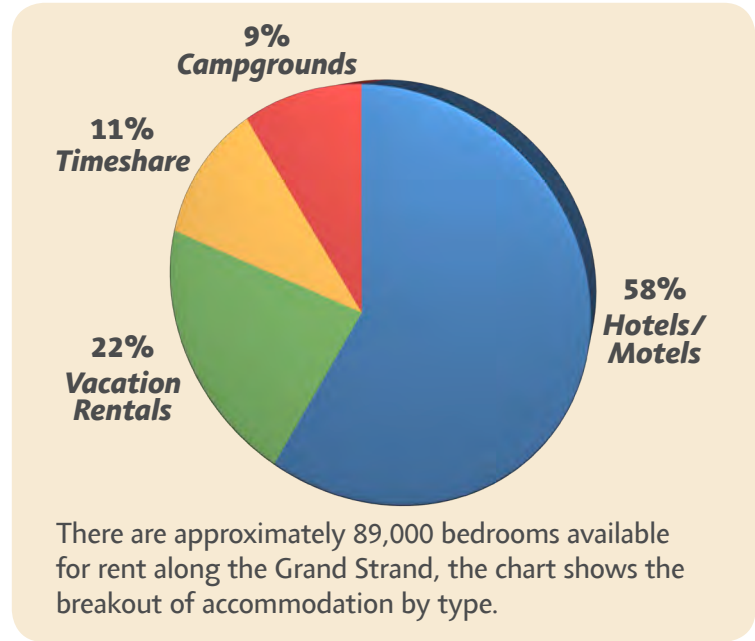


# ACCOMMODATION STATISTICS

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 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 years' 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 Brittain Jr. Center for Resort Tourism.



Month	2007		2008		2009	
	Occ Rate	ADR	Occ Rate	ADR	Occ Rate	ADR
January	30.4	\$51.33	26.6	\$56.33	23.7	\$50.11
February	42.9	\$58.14	40.1	\$58.25	35.6	\$56.05
March	52.3	\$77.13	52.6	\$80.05	39.7	\$70.46
April	59.0	\$104.16	47.4	\$102.16	49.1	\$92.04
May	55.2	\$115.17	51.9	\$117.68	45.4	\$102.36
June	74.4	\$137.52	73.4	\$150.56	68.9	\$129.30
July	82.6	\$160.93	81.6	\$165.74	83.6	\$149.18
August	75.9	\$133.14	72.5	\$129.84	71.9	\$120.58
September	61.3	\$97.47	46.5	\$85.63	53.0	\$85.57
October	45.7	\$79.11	43.6	\$76.48	42.8	\$69.09
November	39.7	\$63.92	35.3	\$65.79	28.4	\$56.07
December	25.1	\$54.65	22.2	\$52.90	23.4	\$50.65
Yearly Average	53.7	\$94.39	49.5	\$95.12	47.1	\$85.96

The 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, 2009 and ending August 31, 2009, and a comparison to the summer months beginning June 1, 2008 and ending August 31 2008.

Property Type	2009 Occupancy	2008 Occupancy	% Change	2009 ADR	2008 ADR	% Change
Hotels/ Condotels & Campsites	76.7%	77.0%	0.4%	\$127.24	\$140.57	-9.5%

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

Property Type	2009 Occupancy	2008 Occupancy	% Change	2009 ADR	2008 ADR	% Change
Vacation Rental Homes (7 day rental)	78.01%	76.26%	2.3%	\$475.42	\$463.01	2.9%

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

Note: The above analysis are 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