

ACCOMMODATION STATISTICS

The S.C. Department of Revenue collects a 2 percent tax from hotels, motels, condos and vacation rentals on a monthly basis. However, monthly totals may be influenced by factors that are not related to business conditions during that month, making comparisons with the same month in previous years problematic. Year-over-year comparisons of year-to-date totals are less susceptible to these factors and are preferable to monthly comparisons. The graph below shows a 10-year trend of the 2 percent accommodation collections.

2000-2009 ACCOMMODATIONS TAX COLLECTIONS



The following information shows a three-year trend of the monthly occupancy rate percentages (room nights occupied/room nights available) and the average daily room rate (ADR; total room revenue/room nights occupied). This information has been provided by the S.C. Department of Parks, Recreation and Tourism (SCPRT), and is based on a sampling of local chain hotels and motels in the Grand Strand. For more current occupancy and daily room rates, go to scprt.com.

	2007		2008		2009	
	Occ. Rate	ADR	Occ. Rate	ADR	Occ. Rate	ADR
January	30.7	\$55.01	28.0	\$61.48	24.8	\$58.89
February	45.5	\$61.55	40.5	\$66.18	34.4	\$63.18
March	60.9	\$74.86	56.4	\$83.55	42.8	\$73.55
April	65.6	\$89.57	54.0	\$88.95	53.6	\$84.01
May	60.8	\$108.92	58.0	\$109.90	48.4	\$92.93
June	75.1	\$124.42	72.4	\$125.91	67.5	\$110.02
July	81.7	\$140.09	79.4	\$139.64	80.5	\$130.56
August	72.7	\$120.79	70.2	\$123.04	67.8	\$111.73
September	59.3	\$86.12	42.7	\$81.09	52.5	\$77.60
October	52.6	\$75.60	43.0	\$75.50	40.9	\$71.26
November	40.6	\$64.66	34.0	\$65.79	32.8	\$61.37
December	26.5	\$58.18	24.8	\$55.60	26.1	\$55.78
Yearly Average	56.4	\$95.25	50.3	\$89.72	47.7	\$82.57

Sources: S.C. Department of Parks, Recreation and Tourism; Smith Travel Research