

Average Occupancy Rate Percentages
(Room Nights Occupied/Room Nights Available)

<i>Month</i>	<i>2009</i>	<i>2010</i>	<i>2011</i>	<i>2012</i>	<i>2013</i>
January	24.8	24.3	23.3	22.8	23.3
February	34.4	32.9	35.3	36.5	36.9
March	42.8	44.9	47.7	51.6	54.9
April	53.6	54.6	58.7	58.6	55.4
May	48.4	51.8	52.6	51.8	52.9
June	67.6	74.2	70.5	74.0	73.4
July	79.4	87.1	83.5	80.4	79.7
August	66.9	70.2	63.9	68.3	72.2
September	49.3	55.5	53.0	54.7	57.7
October	39.7	45.6	41.4	42.1	46.5
November	31.9	34.3	33.1	35.1	37.0
December	25.4	24.3	24.7	25.9	28.9
Yearly Average	47.2	50.0	49.0	50.2	51.6

Average Daily Rates

(Total Room Revenue/Room Nights Occupied)

<i>Month</i>	<i>2009</i>	<i>2010</i>	<i>2011</i>	<i>2012</i>	<i>2013</i>
January	\$58.89	\$56.77	\$57.74	\$57.43	\$57.64
February	\$63.18	\$62.77	\$64.83	\$63.08	\$66.29
March	\$73.55	\$72.45	\$73.46	\$78.99	\$82.53
April	\$83.86	\$83.69	\$90.22	\$97.04	\$95.69
May	\$92.93	\$91.50	\$99.45	\$107.63	\$109.84
June	\$110.72	\$117.53	\$125.16	\$132.81	\$137.05
July	\$128.65	\$139.27	\$145.79	\$155.06	\$162.39
August	\$112.13	\$117.76	\$120.00	\$131.97	\$139.34
September	\$81.15	\$86.26	\$87.90	\$97.17	\$95.71
October	\$71.35	\$75.90	\$76.89	\$78.11	\$82.45
November	\$60.47	\$64.03	\$65.91	\$68.15	\$70.31
December	\$54.42	\$57.39	\$59.41	\$62.19	\$59.72
Yearly Average	\$82.61	\$85.44	\$88.90	\$94.14	\$96.58

Source: S.C. Department of Parks, Recreation & Tourism – Smith Travel Research data