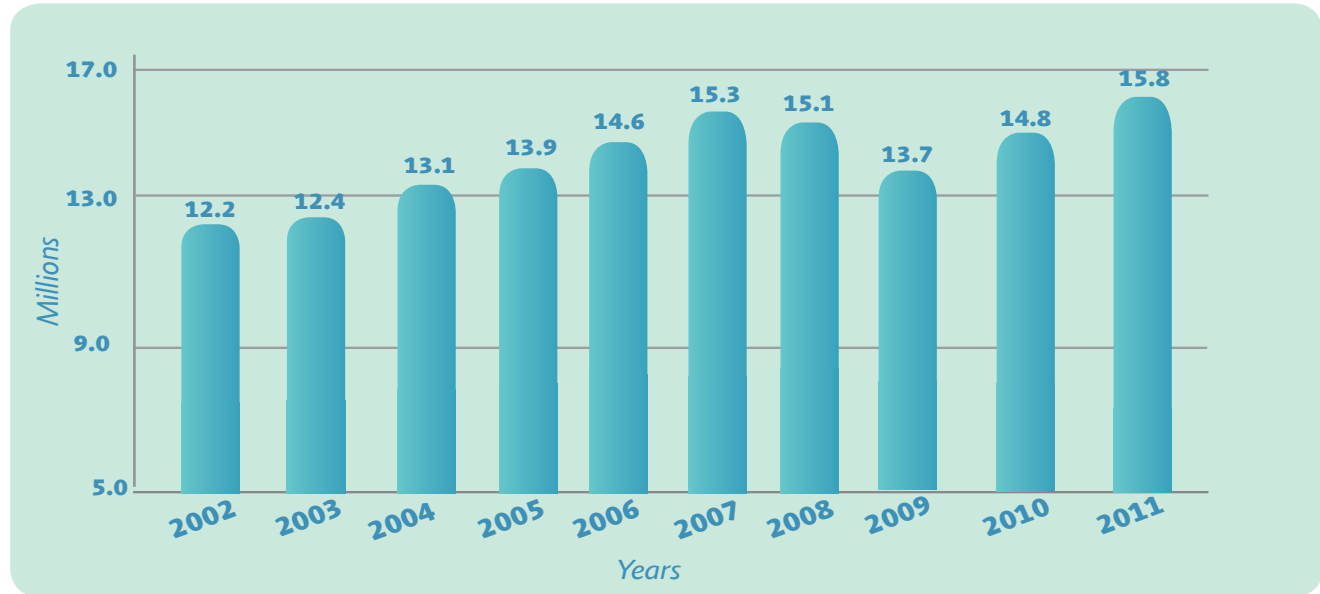


ACCOMMODATION STATISTICS

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.

2002-2011 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.

	2009		2010		2011	
	Occ. Rate	ADR	Occ. Rate	ADR	Occ. Rate	ADR
January	24.8	\$58.89	24.3	\$56.77	23.7	\$57.67
February	34.4	\$63.18	32.9	\$62.77	35.9	\$66.40
March	42.8	\$73.55	44.9	\$72.45	47.7	\$73.60
April	53.6	\$84.01	54.6	\$83.69	58.9	\$91.10
May	48.4	\$92.93	51.8	\$91.50	53.5	\$102.05
June	67.5	\$110.02	74.2	\$117.53	71.8	\$123.75
July	80.5	\$130.56	87.1	\$139.27	83.8	\$144.32
August	67.8	\$111.73	70.2	\$117.76	64.4	\$121.65
September	52.5	\$77.60	55.5	\$86.01	53.2	\$86.96
October	40.9	\$71.26	45.6	\$75.90	41.8	\$76.37
November	32.8	\$61.37	34.3	\$64.03	33.9	\$67.56
December	26.1	\$55.78	24.3	\$57.39	25.4	\$59.52
Yearly Average	47.0	\$82.61	50.3	\$95.50	49.6	\$99.26

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