



November 2011

Trends Beaufort - Port Royal

Occupancy (%)	2011
	Nov
This Year	46.4
Last Year	49.2
Percent Change	-5.7

Year To Date		
2009	2010	2011
47.5	50.6	49.7
49.6	47.5	50.6
-4.4	6.7	-1.8

Running 12 Months		
2009	2010	2011
46.2	49.4	48.5
48.8	46.2	49.4
-5.4	6.9	-1.8

ADR	Nov
	This Year
Last Year	78.96
Percent Change	1.4

Year To Date		
2009	2010	2011
85.84	80.77	83.62
92.73	85.84	80.77
-7.4	-5.9	3.5

Running 12 Months		
2009	2010	2011
85.75	80.39	83.13
92.09	85.75	80.39
-6.9	-6.3	3.4

RevPAR	Nov
	This Year
Last Year	38.84
Percent Change	-4.3

Year To Date		
2009	2010	2011
40.73	40.89	41.55
46.02	40.73	40.89
-11.5	0.4	1.6

Running 12 Months		
2009	2010	2011
39.61	39.70	40.31
44.96	39.61	39.70
-11.9	0.2	1.5

Supply	Nov
	This Year
Last Year	34,590
Percent Change	0.0

Year To Date		
2009	2010	2011
385,102	385,102	385,102
354,594	385,102	385,102
8.6	0.0	0.0

Running 12 Months		
2009	2010	2011
420,845	420,845	420,845
383,765	420,845	420,845
9.7	0.0	0.0

Demand	Nov
	This Year
Last Year	17,015
Percent Change	-5.7

Year To Date		
2009	2010	2011
182,732	194,972	191,378
175,985	182,732	194,972
3.8	6.7	-1.8

Running 12 Months		
2009	2010	2011
194,377	207,852	204,062
187,370	194,377	207,852
3.7	6.9	-1.8

Revenue	Nov
	This Year
Last Year	1,343,433
Percent Change	-4.3

Year To Date		
2009	2010	2011
15,685,279	15,748,270	16,002,356
16,318,280	15,685,279	15,748,270
-3.9	0.4	1.6

Running 12 Months		
2009	2010	2011
16,668,081	16,709,465	16,964,605
17,255,101	16,668,081	16,709,465
-3.4	0.2	1.5

Census %	Nov
	Census Props
Census Rooms	1153
% Rooms Participants	94.0

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Source 2011 SMITH TRAVEL RESEARCH, Inc.