



## October 2011

## Trends Beaufort - Port Royal

Occupancy (%)		Oct
This Year		49.8
Last Year		49.3
Percent Change		1.0

Year To Date		
2009	2010	2011
47.8	50.8	50.0
50.5	47.8	50.8
-5.3	6.3	-1.5

Running 12 Months		
2009	2010	2011
46.0	49.0	48.7
49.3	46.0	49.0
-6.8	6.4	-0.5

ADR		Oct
This Year		85.03
Last Year		81.00
Percent Change		5.0

Year To Date		
2009	2010	2011
86.50	80.95	83.94
92.96	86.50	80.95
-7.0	-6.4	3.7

Running 12 Months		
2009	2010	2011
86.64	80.38	83.02
91.98	86.64	80.38
-5.8	-7.2	3.3

RevPAR		Oct
This Year		42.35
Last Year		39.96
Percent Change		6.0

Year To Date		
2009	2010	2011
41.33	41.10	41.99
46.90	41.33	41.10
-11.9	-0.6	2.2

Running 12 Months		
2009	2010	2011
39.87	39.36	40.45
45.39	39.87	39.36
-12.2	-1.3	2.8

Supply		Oct
This Year		35,743
Last Year		35,743
Percent Change		0.0

Year To Date		
2009	2010	2011
350,512	350,512	350,512
320,004	350,512	350,512
9.5	0.0	0.0

Running 12 Months		
2009	2010	2011
420,845	420,845	420,845
377,405	420,845	420,845
11.5	0.0	0.0

Demand		Oct
This Year		17,803
Last Year		17,635
Percent Change		1.0

Year To Date		
2009	2010	2011
167,479	177,957	175,330
161,450	167,479	177,957
3.7	6.3	-1.5

Running 12 Months		
2009	2010	2011
193,659	206,090	205,039
186,246	193,659	206,090
4.0	6.4	-0.5

Revenue		Oct
This Year		1,513,768
Last Year		1,428,366
Percent Change		6.0

Year To Date		
2009	2010	2011
14,486,281	14,404,837	14,717,236
15,007,919	14,486,281	14,404,837
-3.5	-0.6	2.2

Running 12 Months		
2009	2010	2011
16,779,444	16,565,030	17,023,340
17,131,206	16,779,444	16,565,030
-2.1	-1.3	2.8

A blank row indicates insufficient data.

Source 2011 SMITH TRAVEL RESEARCH, Inc.