



## September 2011

## Trends Beaufort - Port Royal

<b>Occupancy (%)</b>		<b>Year To Date</b>			<b>Running 12 Months</b>		
	<b>Sep</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
This Year	50.6	47.4	50.9	50.1	45.7	49.1	48.7
Last Year	52.5	50.8	47.4	50.9	50.1	45.7	49.1
Percent Change	-3.6	-6.6	7.5	-1.6	-8.8	7.4	-0.8

  

<b>ADR</b>		<b>Year To Date</b>			<b>Running 12 Months</b>		
	<b>Sep</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
This Year	85.00	87.08	80.94	83.81	87.62	80.45	82.65
Last Year	80.37	93.02	87.08	80.94	91.71	87.62	80.45
Percent Change	5.8	-6.4	-7.0	3.5	-4.5	-8.2	2.7

  

<b>RevPAR</b>		<b>Year To Date</b>			<b>Running 12 Months</b>		
	<b>Sep</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
This Year	43.04	41.27	41.23	42.00	40.08	39.52	40.29
Last Year	42.20	47.22	41.27	41.23	45.99	40.08	39.52
Percent Change	2.0	-12.6	-0.1	1.9	-12.8	-1.4	1.9

  

<b>Supply</b>		<b>Year To Date</b>			<b>Running 12 Months</b>		
	<b>Sep</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
This Year	34,590	314,769	314,769	314,769	420,845	420,845	420,845
Last Year	34,590	284,261	314,769	314,769	371,608	420,845	420,845
Percent Change	0.0	10.7	0.0	0.0	13.2	0.0	0.0

  

<b>Demand</b>		<b>Year To Date</b>			<b>Running 12 Months</b>		
	<b>Sep</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
This Year	17,515	149,184	160,322	157,738	192,516	206,750	205,117
Last Year	18,162	144,298	149,184	160,322	186,337	192,516	206,750
Percent Change	-3.6	3.4	7.5	-1.6	3.3	7.4	-0.8

  

<b>Revenue</b>		<b>Year To Date</b>			<b>Running 12 Months</b>		
	<b>Sep</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
This Year	1,488,796	12,990,365	12,976,471	13,220,009	16,868,878	16,632,580	16,953,823
Last Year	1,459,739	13,422,569	12,990,365	12,976,471	17,089,006	16,868,878	16,632,580
Percent Change	2.0	-3.2	-0.1	1.9	-1.3	-1.4	1.9

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Source 2011 SMITH TRAVEL RESEARCH, Inc.