

Greenville Hotel / Motel Travel Barometer December 2009

<u>Greenville County Accommodations</u>	<u>Year*</u>	<u>Collections**</u>	<u>%</u>
	2009	\$2,128,000	-14
	2008	\$2,477,000	8
	2007	\$2,300,000	11
	2006	\$2,065,000	12
	2005	\$1,837,000	15
	2004	\$1,604,000	-2
	2003	\$1,642,000	7
	2002	\$1,542,000	-8
	2001	\$1,679,000	-1
	2000	\$1,689,000	2

* Fiscal Year (July-June) Collections

** Source: SC Department of Revenue / SCPRT

Greenville Area Hotel/Motel Occupancy Percentages:

<u>Month</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>
January	46%	57%	59%	62%	56%	50%	47%	42%	50%	48%
February	52%	64%	62%	66	62	57	51	50	56	60
March	54%	61%	67%	67	67	59	52	55	59	63
April	49%	64%	63%	66	67	58	56	56	60	60
May	53%	62%	66%	71	65	59	56	55	57	64
June	57%	63%	72%	72	67	62	56	55	57	62
July	51%	64%	63%	65	69	61	57	57	59	60
August	50%	57%	62%	65	63	60	53	56	53	60
September	51%	59%	66%	66	66	65	53	53	49	61
October	54%	60%	67%	70	71	66	58	58	58	69
November	49%	50%	57%	63	64	58	51	50	51	56
December	41%	42%	47%	51	60	48	42	43	39	44
Annual Average	51%	58%	63%	65%	65%	58%	53%	52%	54%	59%

Average Daily Rate:

<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>
\$70	\$74	\$73	\$68	\$62	\$59	\$57	\$58	\$58	\$62

<u>Inventory</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>
Rooms	8,504	8,215	7,890	7,493	7,655	7,579	7,848	7,870	7,926	7,761
Properties*	82	78	76	73	75	75	77	77	77	71

RevPar:

<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>
\$35	\$44	\$46	\$44	\$40	\$34

Hotel properties located in Greenville County (including City of Greenville)

Source: Smith Travel Research – Updated 12/21/2009