

Greenville Hotel / Motel Travel Barometer July 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> | <u>1999</u> |
|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| January | 46% | 57% | 59% | 62% | 56% | 50% | 47% | 42% | 50% | 48% | 57% |
| February | 52% | 64% | 62% | 66 | 62 | 57 | 51 | 50 | 56 | 60 | 62 |
| March | 54% | 61% | 67% | 67 | 67 | 59 | 52 | 55 | 59 | 63 | 66 |
| April | 49% | 64% | 63% | 66 | 67 | 58 | 56 | 56 | 60 | 60 | 63 |
| May | 53% | 63% | 66% | 71 | 65 | 59 | 56 | 55 | 57 | 64 | 61 |
| June | 57% | 63% | 72% | 72 | 67 | 62 | 56 | 55 | 57 | 62 | 58 |
| July | 51% | 65% | 63% | 65 | 69 | 61 | 57 | 57 | 59 | 60 | 64 |
| August | | 58% | 62% | 65 | 63 | 60 | 53 | 56 | 53 | 60 | 65 |
| September | | 59% | 66% | 66 | 66 | 65 | 53 | 53 | 49 | 61 | 61 |
| October | | 60% | 67% | 70 | 71 | 66 | 58 | 58 | 58 | 69 | 65 |
| November | | 49% | 57% | 63 | 64 | 58 | 51 | 50 | 51 | 56 | 59 |
| December | | 42% | 47% | 51 | 60 | 48 | 42 | 43 | 39 | 44 | 49 |
| Annual Average | 52% | 59% | 63% | 65% | 65% | 58% | 53% | 52% | 54% | 59% | 61% |

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> | <u>1999</u> |
|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| \$71 | \$74 | \$73 | \$68 | \$62 | \$59 | \$57 | \$58 | \$58 | \$62 | \$61 |

| <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> | <u>1999</u> |
|--------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Rooms | 8,291 | 8,215 | 7,890 | 7,493 | 7,655 | 7,579 | 7,848 | 7,870 | 7,926 | 7,761 | 7,455 |
| Properties* | 80 | 78 | 76 | 73 | 75 | 75 | 77 | 77 | 77 | 71 | 69 |

RevPar:

| <u>2009</u> | <u>2008</u> | <u>2007</u> | <u>2006</u> | <u>2005</u> | <u>2004</u> |
|-------------|-------------|-------------|-------------|-------------|-------------|
| \$37 | \$44 | \$46 | \$44 | \$40 | \$34 |

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

Source: Smith Travel Research – Updated 08/21/2009