

## February 2012 Monthly Lodging Report (Smith Travel Research)

### Statewide

- Hotel/motel **occupancy** increased 3.3% statewide in February 2012 from February 2011.
  - US **occupancy** increased 3.5% in February 2012 from February 2011.
  - South Atlantic states **occupancy** increased 2.8% in February 2012 from February 2011.
- February 2012 **room rates (ADR)** in North Carolina were up 3.5%.
  - **Room rates** in the US increased 4.0% from February 2011.
  - **Room rates** in the South Atlantic states increased 3.6% from February 2011.
- Statewide, **RevPAR** was up 6.9% from February of 2011.
  - US **RevPAR** increased 7.7% from February 2011.
  - South Atlantic **RevPAR** increased 6.5% from February 2011.
- North Carolina **room revenues** increased 7.7% in February 2012.
  - **Room revenues** in the US increased 8.0% from February 2011 to February 2012.
  - **Room revenues** in the South Atlantic increased 6.4% from February 2011 to February 2012.
- **Room Demand** increased 4.0% in the state from February 2011 to February 2012.
  - **Room demand** in the US increased 3.8% in February 2012 from February 2011.
  - **Room demand** in the South Atlantic increased 2.8% in February 2012 from February 2011.
- **Room Supply** increased by 0.7% in the state from February 2011 to February 2012.
  - US **room supply** increased 0.3% in February 2012
  - South Atlantic **room supply** was flat from February 2011 to February 2012.

### Regional

- Six of the seven economic development regions of the state showed increases in **occupancy** rates for February 2012 from February 2011. The Northeast Region occupancy was down two percent from last February.
  - Northeast region -2.2%
  - Southeast region +3.2%
  - Eastern region +3.9%
  - Carolinas region +1.3%
  - Triad region +8.4%
  - Triangle region +2.2%
  - Western region +7.0%
- All of the seven regions experienced increased **ADR** in February 2012 from February 2011. The Triangle Region in particular had growth of nearly six percent from last February.
  - Northeast region +3.4%
  - Southeast region +2.3%
  - Eastern region +0.6%
  - Carolinas region +2.7%
  - Triad region +2.6%
  - Triangle region +5.9%
  - Western region +5.1%
- **RevPAR** was up in all of the seven economic development regions of the state for February 2012 from February 2011.
  - Northeast region +1.1%
  - Southeast region +5.5%
  - Eastern region +4.5%
  - Carolinas region +4.0%
  - Triad region +11.2%
  - Triangle region +8.3%
  - Western region +12.5%
- **Room Demand** was up in six of the economic development regions of the state for February 2012 from 2011. The Western Region in particular had significant growth in demand, with nearly ten percent growth.
  - Northeast region -2.3%
  - Southeast region +3.9%
  - Eastern region +4.1%
  - Carolinas region +1.4%
  - Triad region +7.7%
  - Triangle region +3.7%
  - Western region +9.8%
- **Room Supply** was up in five of the seven of the economic development regions of the state for February 2012 from February 2011, particularly in the Western Region.
  - Northeast region 0.0%
  - Southeast region +0.7%
  - Eastern region +0.3%
  - Carolinas region +0.2%
  - Triad region -0.7%
  - Triangle region +1.4%
  - Western region +2.6%

# Year-To-Date (through February 2012) Lodging Report

## Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 3.1% statewide YTD (through February) 2012.
  - The US **occupancy** is up 3.7% in 2012 from 2011.
  - The South Atlantic states **occupancy** is up 3.6% in 2012 from 2011.
- YTD **room rates (ADR)** in North Carolina are up 3.3%.
  - The US **ADR** is up 4.0% in 2011 from 2011.
  - The South Atlantic states **ADR** is up 3.6% in 2012 from 2011.
- Statewide, **RevPAR** is up 6.5% year-to-date.
  - Nationally, **RevPAR** is also up 7.9% in 2012 from 2011.
  - The South Atlantic states **RevPAR** is up 7.3% in 2012 from 2011.
- North Carolina **room revenues** are up 7.2% year-to date.
  - Nationally, **room revenues** are also up 8.2% in 2012 from 2011.
  - The South Atlantic states **room revenues** are up 7.2% in 2012 from 2011.
- **Room Demand** is up +3.8% in the state year-to-date.
  - Nationally, **room demand** is also up 4.1% in 2012 from 2011.
  - The South Atlantic states **room demand** is up 3.5% in 2012 from 2011.
- **Room Supply** is up 0.7% in the state year-to-date.
  - Nationally, **room supply** is also up 0.3% in 2012 from 2011.
  - The South Atlantic states **room supply** is down 0.1% in 2012 from 2011.

## Regional

- **Occupancy** in all of the seven economic development regions of the state is up year-to-date (through February). The Western Region, in particular, is up over eight percent from year-to-date 2011.
  - Northeast region +1.0%
  - Southeast region +2.1%
  - Eastern region +3.0%
  - Carolinas region +2.4%
  - Triad region +5.9%
  - Triangle region +1.2%
  - Western region +8.6%
- **ADR** in all of the seven regions is up year-to-date through February.
  - Northeast region +3.7%
  - Southeast region +2.9%
  - Eastern region +0.3%
  - Carolinas region +3.0%
  - Triad region +1.4%
  - Triangle region +5.4%
  - Western region +4.2%
- **RevPAR** is up year-to-date in all of the seven economic development regions of the state. The Western Region is up thirteen percent.
  - Northeast region +4.7%
  - Southeast region +5.0%
  - Eastern region +3.2%
  - Carolinas region +5.5%
  - Triad region +7.3%
  - Triangle region +6.7%
  - Western region +13.1%
- **Room Demand** is up all of the economic development regions of the state year-to-date through February, particularly in the Western Region (+11.4%).
  - Northeast region +1.7%
  - Southeast region +3.2%
  - Eastern region +3.2%
  - Carolinas region +2.4%
  - Triad region +5.2%
  - Triangle region +2.3%
  - Western region +11.4%
- **Room Supply** is up in five of the economic development regions year-to-date through February. Supply is flat in the Carolinas Region from year-to-date last year, and down just below one percent in the Triad.
  - Northeast region +0.6%
  - Southeast region +1.1%
  - Eastern region +0.3%
  - Carolinas region 0.0%
  - Triad region -0.7%
  - Triangle region +1.1%
  - Western region +2.6%