

# January 2010 Monthly Lodging Report (Smith Travel Research)

## Statewide

- NC hotel/motel **occupancy** was flat statewide from January 2009 to January 2010.
  - The US experienced a decline of -0.4% in **occupancy** for the month of January 2010.
  - The South Atlantic states experienced an increase in **occupancy** of 0.8% in January 2010.
- January 2010 **room rates (ADR)** in North Carolina were down -5.7%.
  - The US experienced a decline of -7.1% in **ADR** for the month of January 2009.
  - The South Atlantic states experienced a decrease in **ADR** of -10.6% in January 2010.
- Statewide, **RevPAR** was down -5.7% in January.
  - The US experienced a decline of -7.4% in **RevPAR** for the month of January 2010.
  - The South Atlantic states experienced a decrease in **RevPAR** of -9.9% in January 2010.
- North Carolina **room revenues** decreased -3.0% in January 2010.
  - The US experienced a decline of -4.7% in **room revenues** for the month of January 2010.
  - The South Atlantic states experienced a decrease in **room revenues** of -6.8% in January 2010.
- **Room Demand** increased 2.8% in the state from January 2009 to January 2010.
  - The US experienced an increase of 2.6% in **room demand** for the month of January 2010.
  - The South Atlantic states experienced an increase in **room demand** of 4.3% in January 2010.
- **Room Supply** increased by 2.8% in the state from January 2009 to January 2010.
  - The US experienced an increase of 2.9% in **room supply** for the month of January 2010.
  - The South Atlantic states experienced an increase in **room supply** of 3.5% in January 2010.

## Regional

- Three of the seven economic development regions of the state showed slight increases in **occupancy** rates for January 2010 from January 2009. Three others had decreases of less than two percent.
  - Northeast region +0.8%
  - Southeast region -1.9%
  - Eastern region -0.9%
  - Carolinas region +0.2%
  - Triad region -1.4%
  - Triangle region +2.8%
  - Western region -2.4%
- None of the Eastern Region showed increased **ADR** in January 2010.
  - Northeast region -2.9%
  - Southeast region -6.1%
  - Eastern region -1.0%
  - Carolinas region -8.0%
  - Triad region -5.3%
  - Triangle region -7.3%
  - Western region -1.8%
- **RevPAR** was down in all the seven economic development regions of the state for January 2010 from January 2009. The Eastern Region had the smallest negative change.
  - Northeast region -2.1%
  - Southeast region -7.9%
  - Eastern region -1.9%
  - Carolinas region -7.8%
  - Triad region -6.6%
  - Triangle region -4.8%
  - Western region -4.1%
- **Room Demand** was up in all of the seven of the economic development regions of the state for January 2010 from January 2009. The Triangle and Carolinas regions, in particular, had a very good percent changes in room demand (+5.1%).
  - Northeast region +0.8%
  - Southeast region +0.8%
  - Eastern region +0.1%
  - Carolinas region +5.1%
  - Triad region +0.7%
  - Triangle region +5.1%
  - Western region +0.5%
- **Room Supply** was up in six of the seven of the economic development regions of the state for January 2010 from January 2009. In particular, the Carolinas region had an increase of almost five percent. The Northeast region supply was flat over this time period.
  - Northeast region 0.0%
  - Southeast region +2.8%
  - Eastern region +0.9%
  - Carolinas region +4.9%
  - Triad region +2.2%
  - Triangle region +2.3%
  - Western region +3.0%