

# Smith Travel Research - North Carolina Report

## July 2009 Monthly Lodging Report

### Statewide

- Hotel/motel **occupancy** decreased statewide in July 2009 -7.0% from July 2008.
  - The US experienced a decline of -7.3% in **occupancy** for the month of July 2009.
- July 2009 **room rates (ADR)** in North Carolina were down -5.1%.
  - The US saw a decrease in **ADR** of -9.1%.
- Statewide, **RevPAR** was down -11.7%.
  - Nationally, **RevPAR** was also down -15.7% for the month of July.
- North Carolina **room revenues** decreased -9.2% in July 2009.
  - Nationally, room revenues were down -13.0% from July 2008
- **Room Demand** decreased by -4.3% in the state from July 2008 to July 2009.
  - Nationally, room demand was down -4.3% from July 2008 to July 2009.
- **Room Supply** increased by 2.8% in the state from July 2008 to July 2009.
  - Nationally, room supply was up 3.2% from July 2008 to July 2009.

### Regional

- Six of the seven economic development regions of the state showed decreases in **occupancy** rates for July 2009 from June 2008. The Northeast region occupancy was flat from 2008.
  - Northeast region 0.0%
  - Carolinas region -14.8%
  - Triangle region -7.0%
  - Southeast region -3.5%
  - Triad region -1.9%
  - Western region -4.8%
  - Eastern region -6.3%
- Six of the seven regions showed decreased **ADR** in July 2009 from July 2008. The Northeast region had an increase of 1.0%.
  - Northeast region +1.0%
  - Carolinas region -8.4%
  - Triangle region -8.8%
  - Southeast region -3.1%
  - Triad region -3.6%
  - Western region -5.1%
  - Eastern region -0.3%
- **RevPAR** was down in six of the seven economic development regions of the state for July 2009 from July 2008. The Northeast region RevPAR was up 1.0% from last year.
  - Northeast region +1.0%
  - Carolinas region -21.9%
  - Triangle region -15.1%
  - Southeast region -6.5%
  - Triad region -5.5%
  - Western region -9.7%
  - Eastern region -6.6%
- **Room Demand** was down in only four of the seven of the economic development regions of the state for July 2009 from July 2008. The Northeast and Southeast regions were flat, and for the first time in many months, a region showed increased demand. The Triad Region demand was up 1.4% from 2008.
  - Northeast region 0.0%
  - Carolinas region -11.3%
  - Triangle region -5.3%
  - Southeast region 0.0%
  - Triad region +1.4%
  - Western region -2.8%
  - Eastern region -3.5%
- **Room Supply** was up in six of the seven of the economic development regions of the state for July 2009 from July 2008. The Northeast region supply was flat over this time period.
  - Northeast region 0.0%
  - Carolinas region +4.0%
  - Triangle region +1.8%
  - Southeast region +3.6%
  - Triad region +3.5%
  - Western region +2.0%
  - Eastern region +3.0%

# Year-To-Date (through July 2009) Lodging Report

## **Statewide & Competitive State Comparison**

- Hotel/motel **occupancy** is down -11.7% statewide YTD (through July) 2009.
  - The US **occupancy** is down -10.3% YTD (through July) 2009.
  - The South Atlantic states **occupancy** is down -8.8% (through July) 2009.
- YTD **room rates (ADR)** in North Carolina are down -5.3%.
  - The US **ADR** is down -8.8% year-to-date
  - The South Atlantic states **ADR** is down -7.2% year-to-date.
- Statewide, **RevPAR** is down -16.3% year-to-date.
  - Nationally, **RevPAR** is also down -18.2% year-to-date.
  - The South Atlantic states **RevPAR** is down -15.3% year-to-date.
- North Carolina **room revenues** are down -13.9% year-to date.
  - Nationally, **room revenues** are also down -15.6% year-to-date.
  - The South Atlantic states **room revenues** are down -12.5% year-to-date.
- **Room Demand** is down -9.1% in the state year-to-date.
  - Nationally, **room demand** is also down -7.5% year-to-date.
  - The South Atlantic states **room demand** is down -5.8% year-to-date.
- **Room Supply** is up 2.9% in the state year-to-date.
  - Nationally, **room supply** is also up +3.2% year-to-date.
  - The South Atlantic states **room supply** is up +3.3% year-to-date.

## **Regional**

- **Occupancy** in all seven economic development regions of the state is down year-to-date (through July).
  - Northeast region -6.8%
  - Southeast region -9.6%
  - Eastern region -9.1%
  - Carolinas region -16.5%
  - Triad region -11.1%
  - Triangle region -11.4%
  - Western region -9.0%
- **ADR** in six of the seven regions is down year-to-date through July. The Northeast region is up just over a percent from last year.
  - Northeast region +0.3%
  - Southeast region -2.8%
  - Eastern region -0.2%
  - Carolinas region -6.9%
  - Triad region -4.8%
  - Triangle region -7.7%
  - Western region -5.0%
- **RevPAR** is down year-to-date in all of the seven economic development regions of the state.
  - Northeast region -6.5%
  - Southeast region -12.1%
  - Eastern region -9.3%
  - Carolinas region -22.3%
  - Triad region -15.3%
  - Triangle region -18.2%
  - Western region -13.5%
- **Room Demand** is down in all of the economic development regions of the state year-to-date through June.
  - Northeast region -5.2%
  - Southeast region -5.9%
  - Eastern region -5.6%
  - Carolinas region -13.8%
  - Triad region -8.6%
  - Triangle region -9.0%
  - Western region -7.4%
- **Room Supply** is up in all of the economic development regions of the state year-to-date through July.
  - Northeast region +1.7%
  - Southeast region +4.0%
  - Eastern region +3.9%
  - Carolinas region +3.2%
  - Triad region +2.8%
  - Triangle region +2.7%
  - Western region +1.7%