

March 2013 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** decreased 1.0% statewide in March 2013 from March 2012.
 - US **occupancy** increased 0.4% in March 2013 from March 2012.
 - South Atlantic states **occupancy** increased 0.8% in March 2013 from March 2012.
- March 2013 **room rates (ADR)** in North Carolina were up 1.3%.
 - **Room rates** in the US increased 4.2% from March 2012.
 - **Room rates** in the South Atlantic states increased 4.6% from March 2012.
- Statewide, **RevPAR** was up 0.3% from March of 2012.
 - US **RevPAR** increased 4.6% from March 2012.
 - South Atlantic **RevPAR** increased 5.4% from March 2012.
- **Room Supply** increased by 1.0% in the state from March 2012 to March 2013.
 - US **room supply** increased 0.8% in March 2013
 - South Atlantic **room supply** was up 0.5% from March 2012 to March 2013.
- **Room Demand** was flat in the state from March 2012 to March 2013.
 - **Room demand** in the US increased 1.2% in March 2013 from March 2012.
 - **Room demand** in the South Atlantic increased 1.3% in March 2013 from March 2012.
- North Carolina **room revenues** increased 1.3% in March 2013.
 - **Room revenues** in the US increased 5.5% from March 2012 to March 2013.
 - **Room revenues** in the South Atlantic increased 5.9% from March 2012 to March 2013.

Regional

- Just three of the seven economic development regions of the state showed increases in **occupancy** rates for March 2013 from March 2012.

◦ Northeast region -6.0%	◦ Carolinas region -3.9%	◦ Triangle region +0.7%
◦ Southeast region +3.1%	◦ Triad region -1.9%	◦ Western region +1.3%
◦ Eastern region -2.3%		
- Six of the seven regions experienced increased **ADR** in March 2013 from March 2012. Western Region ADR was up four percent from last March.

◦ Northeast region +2.9%	◦ Carolinas region -0.3%	◦ Triangle region +1.4%
◦ Southeast region +1.4%	◦ Triad region +3.1%	◦ Western region +4.0%
◦ Eastern region +0.4%		
- **RevPAR** was up in four of the seven economic development regions of the state for March 2013 from March 2012. **RevPAR** in the Western Region was up just over five percent.

◦ Northeast region -3.3%	◦ Carolinas region -4.2%	◦ Triangle region +2.1%
◦ Southeast region +4.6%	◦ Triad region +1.1%	◦ Western region +5.3%
◦ Eastern region -1.9%		
- **Room Supply** was up in six of the seven of the economic development regions of the state for March 2013 from March 2012.

◦ Northeast region -0.8%	◦ Carolinas region +2.1%	◦ Triangle region +0.9%
◦ Southeast region +0.5%	◦ Triad region +0.3%	◦ Western region +0.7%
◦ Eastern region +1.7%		
- **Room Demand** was up in three of the economic development regions of the state for March 2013 from 2012.

◦ Northeast region -6.7%	◦ Carolinas region -1.9%	◦ Triangle region +1.6%
◦ Southeast region +3.7%	◦ Triad region -1.6%	◦ Western region +2.0%
◦ Eastern region -0.6%		
- **Room Revenues** were up in four of the economic development regions of the state for March 2013 from 2012. The Western and Southeast regions in particular had positive growth in demand.

◦ Northeast region -4.0%	◦ Carolinas region -2.2%	◦ Triangle region +3.0%
◦ Southeast region +5.2%	◦ Triad region +1.4%	◦ Western region +6.1%
◦ Eastern region -0.2%		

Year-To-Date (through March 2013) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 0.5% statewide YTD (through March) 2013.
 - The US **occupancy** is up 1.8% in 2013 from 2012.
 - The South Atlantic states **occupancy** is up 2.0% in 2013 from 2012.
- YTD **room rates (ADR)** in North Carolina are up 2.8%.
 - The US **ADR** is up 4.5% in 2013 from 2012.
 - The South Atlantic states **ADR** is up 5.2% in 2013 from 2012.
- Statewide, **RevPAR** is up 3.4% year-to-date.
 - Nationally, **RevPAR** is also up 6.4% in 2013 from 2012.
 - The South Atlantic states **RevPAR** is up 7.3% in 2013 from 2012.
- **Room Supply** is up 1.1% in the state year-to-date.
 - Nationally, **room supply** is also up 0.7% in 2013 from 2012.
 - The South Atlantic states **room supply** is up 0.4% in 2013 from 2012.
- **Room Demand** is up +1.6% in the state year-to-date.
 - Nationally, **room demand** is also up 2.6% in 2013 from 2012.
 - The South Atlantic states **room demand** is up 2.4% in 2013 from 2012.
- North Carolina **room revenues** are up 4.5% year-to date.
 - Nationally, **room revenues** are also up 7.2% in 2013 from 2012.
 - The South Atlantic states **room revenues** are up 7.7% in 2013 from 2012.

Regional

- **Occupancy** in five of the seven economic development regions of the state is up year-to-date (through March).
 - Northeast region -4.5%
 - Southeast region +3.5%
 - Eastern region -3.6%
 - Carolinas region +0.3%
 - Triad region +1.1%
 - Triangle region +0.1%
 - Western region +2.6%
- **ADR** in six of the seven regions is up year-to-date through March. The Eastern Region ADR is slightly above flat year-to-date.
 - Northeast region +1.4%
 - Southeast region +2.5%
 - Eastern region +0.1%
 - Carolinas region +3.6%
 - Triad region +3.7%
 - Triangle region +1.7%
 - Western region +3.9%
- **RevPAR** is up year-to-date in five of the seven economic development regions of the state. The Carolinas Region is up nearly ten percent.
 - Northeast region -3.1%
 - Southeast region +6.0%
 - Eastern region -3.5%
 - Carolinas region +3.9%
 - Triad region +4.9%
 - Triangle region +1.9%
 - Western region +6.7%
- **Room Supply** is up in six of the economic development regions year-to-date through March.
 - Northeast region -0.7%
 - Southeast region +0.5%
 - Eastern region +1.6%
 - Carolinas region +2.2%
 - Triad region +0.3%
 - Triangle region +1.1%
 - Western region +0.7%
- **Room Demand** is up five of the economic development regions of the state year-to-date through March.
 - Northeast region -5.1%
 - Southeast region +4.0%
 - Eastern region -2.1%
 - Carolinas region +2.4%
 - Triad region +1.4%
 - Triangle region +1.3%
 - Western region +3.4%
- **Room Revenues** are up in five of the economic development regions year-to-date through March. Revenues in the Western Region, in particular, are up over seven percent.
 - Northeast region -3.8%
 - Southeast region +6.6%
 - Eastern region -1.9%
 - Carolinas region +6.1%
 - Triad region +5.2%
 - Triangle region +3.0%
 - Western region +7.4%