

October 2012 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 1.4% statewide in October 2012 from October 2011.
 - US **occupancy** increased 2.4% in October 2012 from October 2011.
 - South Atlantic states **occupancy** increased 2.0% in October 2012 from October 2011.
- October 2012 **room rates (ADR)** in North Carolina were up 3.9%.
 - **Room rates** in the US increased 4.2% from October 2011.
 - **Room rates** in the South Atlantic states increased 2.3% from October 2011.
- Statewide, **RevPAR** was up 5.3% from October of 2011.
 - US **RevPAR** increased 6.7% from October 2011.
 - South Atlantic **RevPAR** increased 4.4% from October 2011.
- North Carolina **room revenues** increased 6.7% in October 2012.
 - **Room revenues** in the US increased 7.4% from October 2011 to October 2012.
 - **Room revenues** in the South Atlantic increased 4.7% from October 2011 to October 2012.
- **Room Demand** increased 2.7% in the state from October 2011 to October 2012.
 - **Room demand** in the US increased 3.1% in October 2012 from October 2011.
 - **Room demand** in the South Atlantic increased 2.4% in October 2012 from October 2011.
- **Room Supply** increased by 1.3% in the state from October 2011 to October 2012.
 - US **room supply** increased 0.7% in October 2012
 - South Atlantic **room supply** increased 0.3% from October 2011 to October 2012.

Regional

- Five of the seven economic development regions of the state showed increases in **occupancy** rates for October 2012 from October 2011. The Southeast Region's occupancy grew over eight percent and the Carolinas Region grew nearly four percent.
 - Northeast region -10.4%
 - Southeast region +8.1%
 - Eastern region -7.0%
 - Carolinas region +3.5%
 - Triad region +0.4%
 - Triangle region +0.6%
 - Western region +3.3%
- All of the seven regions experienced increased **ADR** in October 2012 from October 2011. In particular, the Carolinas Region had **ADR** growth of seven percent.
 - Northeast region +5.1%
 - Southeast region +1.2%
 - Eastern region +0.1%
 - Carolinas region +7.2%
 - Triad region +3.8%
 - Triangle region +1.5%
 - Western region +3.7%
- **RevPAR** was up in five of the seven economic development regions of the state for October 2012 from October 2011, particularly in the Carolinas Region (+11%) and the Southeast Region (+9.4%).
 - Northeast region -5.8%
 - Southeast region +9.4%
 - Eastern region -6.8%
 - Carolinas region +11.0%
 - Triad region +4.2%
 - Triangle region +2.1%
 - Western region +7.2%
- **Room Demand** was up in five of the economic development regions of the state for October 2012 from October 2011. The Southeast Region had the largest regional growth in demand with over nine percent.
 - Northeast region -9.7%
 - Southeast region +9.2%
 - Eastern region -7.2%
 - Carolinas region +6.5%
 - Triad region +0.7%
 - Triangle region +2.3%
 - Western region +3.8%
- **Room Supply** was up in six of the seven of the economic development regions of the state for October 2012 from October 2011.
 - Northeast region +0.8%
 - Southeast region +1.0%
 - Eastern region -0.3%
 - Carolinas region +2.9%
 - Triad region +0.3%
 - Triangle region +1.8%
 - Western region +0.4%
- **Room Revenues** was up in five of the seven of the economic development regions of the state for October 2012 from October 2011, particularly in Charlotte (+14.2%) and the Southeast Region (+10.5%).
 - Northeast region -5.1%
 - Southeast region +10.5%
 - Eastern region -7.1%
 - Carolinas region +14.2%
 - Triad region +4.5%
 - Triangle region +3.9%
 - Western region +7.7%

Year-To-Date (through October 2012) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 2.7% statewide YTD (through October) 2012.
 - The US **occupancy** is up 2.6% in 2012 from 2011.
 - The South Atlantic states **occupancy** is up 2.6% in 2012 from 2011.
- YTD **room rates (ADR)** in North Carolina are up 4.7%.
 - The US **ADR** is up 4.2% in 2011 from 2011.
 - The South Atlantic states **ADR** is up 3.1% in 2012 from 2011.
- Statewide, **RevPAR** is up 7.6% year-to-date.
 - Nationally, **RevPAR** is also up 6.9% in 2012 from 2011.
 - The South Atlantic states **RevPAR** is up 5.8% in 2012 from 2011.
- North Carolina **room revenues** are up 8.2% year-to date.
 - Nationally, **room revenues** are also up 7.3% in 2012 from 2011.
 - The South Atlantic states **room revenues** are up 5.8% in 2012 from 2011.
- **Room Demand** is up 3.4% in the state year-to-date.
 - Nationally, **room demand** is also up 3.0% in 2012 from 2011.
 - The South Atlantic states **room demand** is up 2.6% in 2012 from 2011.
- **Room Supply** is up 0.6% in the state year-to-date.
 - Nationally, **room supply** is up 0.4% in 2012 from 2011.
 - The South Atlantic states **room supply** is flat in 2012 from 2011.

Regional

- **Occupancy** in five of the seven economic development regions of the state is up year-to-date (through October). The Triangle Region is nearly flat from year-to-date 2011.
 - Northeast region -1.8%
 - Southeast region +4.6%
 - Eastern region +0.2%
 - Carolinas region +3.6%
 - Triad region +5.8%
 - Triangle region -0.4%
 - Western region +4.9%
- **ADR** in six of the seven regions is up year-to-date through October. ADR change in the Eastern Region is down just more than one percent. Rates in the Charlotte Region are up nearly ten percent year-to-date.
 - Northeast region +3.7%
 - Southeast region +1.5%
 - Eastern region -1.1%
 - Carolinas region +9.9%
 - Triad region +3.5%
 - Triangle region +3.8%
 - Western region +4.0%
- **RevPAR** is up year-to-date in six of the seven economic development regions of the state. The Carolinas Region is up fourteen percent and the Triad and Western regions are over nine percent each.
 - Northeast region +1.8%
 - Southeast region +6.1%
 - Eastern region -0.9%
 - Carolinas region +13.9%
 - Triad region +9.5%
 - Triangle region +3.4%
 - Western region +9.1%
- **Room Demand** is up five of the economic development regions of the state year-to-date through October, particularly in the Triad, Western and Southeast regions.
 - Northeast region -1.5%
 - Southeast region +5.6%
 - Eastern region -1.2%
 - Carolinas region +4.9%
 - Triad region +5.8%
 - Triangle region +0.6%
 - Western region +5.5%
- **Room Supply** is up in five of the economic development regions year-to-date through October.
 - Northeast region +0.4%
 - Southeast region +1.0%
 - Eastern region -1.4%
 - Carolinas region +1.2%
 - Triad region 0.0%
 - Triangle region +0.9%
 - Western region +0.6%
- **Room Revenues** is up in six of the economic development regions year-to-date through October. The Eastern Region revenues are down about two percent from last year.
 - Northeast region +2.2%
 - Southeast region +7.2%
 - Eastern region -2.3%
 - Carolinas region +15.3%
 - Triad region +9.5%
 - Triangle region +4.3%
 - Western region +9.8%