

April 2011 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 5.8% statewide in April 2011 from April 2010.
 - The US experienced an increase of 4.9% in **occupancy** for the month of April 2011.
 - The South Atlantic had an increase of 5.3% in **occupancy** in April 2011.
- April 2011 **room rates (ADR)** in North Carolina were up 1.4%.
 - The US saw an increase in **ADR** of 2.8% from April 2010 to April 2011.
 - The South Atlantic states' **ADR** was up 2.7% from April 2010 to April 2011.
- Statewide, **RevPAR** was up 7.3% from April of 2010.
 - Nationally, **RevPAR** was up 7.9% for the month of April.
 - **RevPAR** in the South Atlantic states was up 8.1% during this time frame.
- North Carolina **room revenues** increased 8.4% in April 2011.
 - Nationally, **room revenues** were up 8.8% from April 2010
 - South Atlantic states' **room revenues** were up 8.5% from April 2010.
- **Room Demand** increased 6.9% in the state from April 2010 to April 2011.
 - **Room demand** in the US increased by 5.8% in April 2011.
 - **Room demand** in the South Atlantic increased by 5.6% in April 2011.
- **Room Supply** increased by 1.0% in the state from April 2010 to April 2011.
 - **Room supply** in the US increased by 0.8% from April 2010 to April 2011.
 - **Room supply** in the South Atlantic increased by 0.3% in April 2011.

Regional

- Six of the seven economic development regions of the state showed increases in **occupancy** rates for April 2011 from April 2010. The Triangle Region had the largest increases from last April (+10.7%)
 - Northeast region +1.6%
 - Southeast region +6.2%
 - Eastern region +2.1%
 - Carolinas region +7.4%
 - Triad region +4.5%
 - Triangle region +10.7%
 - Western region -0.6%
- Six of the regions experienced increased **ADR** in April 2011 from April 2010. The Triangle Region had flat rates over that time period.
 - Northeast region +4.4%
 - Southeast region +4.2%
 - Eastern region +0.1%
 - Carolinas region +0.2%
 - Triad region +0.6%
 - Triangle region -0.1%
 - Western region +4.4%
- **RevPAR** was up in all of the seven economic development regions of the state for April 2011 from April 2010. The Southeast and Triangle regions had increases of over ten percent in terms of RevPAR.
 - Northeast region +6.1%
 - Southeast region +10.6%
 - Eastern region +2.2%
 - Carolinas region +7.6%
 - Triad region +5.1%
 - Triangle region +10.6%
 - Western region +3.8%
- **Room Demand** was up in six of the seven of the economic development regions of the state for April 2011 from April 2010. The Western Region was down less than one percent.
 - Northeast region +1.5%
 - Southeast region +7.1%
 - Eastern region +4.3%
 - Carolinas region +9.0%
 - Triad region +4.2%
 - Triangle region +13.0%
 - Western region -0.8%
- **Room Supply** was up in four of the seven of the economic development regions of the state for April 2011 from April 2010.
 - Northeast region -0.2%
 - Southeast region +0.9%
 - Eastern region +2.2%
 - Carolinas region +1.5%
 - Triad region -0.3%
 - Triangle region +2.1%
 - Western region -0.3%

Year-To-Date (through April 2011) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 5.4% statewide YTD (through April) 2011.
 - The US **occupancy** is up 5.4% in 2011 from 2010.
 - The South Atlantic states **occupancy** is up 5.3% in 2011 from 2010.
- YTD **room rates (ADR)** in North Carolina are up 2.5%.
 - The US **ADR** is up 3.1% in 2011 from 2010.
 - The South Atlantic states **ADR** is up 1.7% in 2011 from 2010.
- Statewide, **RevPAR** is up 8.1% year-to-date.
 - Nationally, **RevPAR** is also up 8.7% in 2011 from 2010.
 - The South Atlantic states **RevPAR** is up 7.1% in 2011 from 2010.
- North Carolina **room revenues** are up 9.5% year-to date.
 - Nationally, **room revenues** are also up 9.7% in 2011 from 2010.
 - The South Atlantic states **room revenues** are up 7.7% in 2011 from 2010.
- **Room Demand** is up +6.8% in the state year-to-date.
 - Nationally, **room demand** is also up 6.4% in 2011 from 2010.
 - The South Atlantic states **room demand** is up 5.9% in 2011 from 2010.
- **Room Supply** is up 1.3% in the state year-to-date.
 - Nationally, **room supply** is also up 0.9% in 2011 from 2010.
 - The South Atlantic states **room supply** is up 0.5% in 2011 from 2010.

Regional

- **Occupancy** in six of the seven economic development regions of the state is up year-to-date (through April). The Western Region is down 2.6 percent from year-to-date 2010.
 - Northeast region +5.7%
 - Southeast region +4.9%
 - Eastern region +5.0%
 - Carolinas region +6.9%
 - Triad region +4.4%
 - Triangle region +8.4%
 - Western region -2.6%
- **ADR** in all of the seven regions is up year-to-date through April.
 - Northeast region +1.6%
 - Southeast region +4.4%
 - Eastern region +0.3%
 - Carolinas region +3.4%
 - Triad region +1.3%
 - Triangle region +1.4%
 - Western region +3.6%
- **RevPAR** is up year-to-date in all of the seven economic development regions of the state.
 - Northeast region +7.4%
 - Southeast region +9.6%
 - Eastern region +5.3%
 - Carolinas region +10.6%
 - Triad region +5.8%
 - Triangle region +9.9%
 - Western region +0.9%
- **Room Demand** is up in six of the economic development regions of the state year-to-date through April, particularly in the Triangle Region. The Western Region is down 2.6% from year-to-date 2010.
 - Northeast region +5.5%
 - Southeast region +6.6%
 - Eastern region +6.5%
 - Carolinas region +8.5%
 - Triad region +4.8%
 - Triangle region +11.4%
 - Western region -2.6%
- **Room Supply** is up in five of the economic development regions year-to-date through April. The Western Region and the Northeast Region supply both are just under flat.
 - Northeast region -0.2%
 - Southeast region +1.6%
 - Eastern region +1.4%
 - Carolinas region +1.4%
 - Triad region +0.3%
 - Triangle region +2.8%
 - Western region -0.1%