April 2012 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 1.5% statewide in April 2012 from April 2011.
  - US occupancy increased 1.4% in April 2012 from April 2011.
  - South Atlantic states occupancy increased 0.6% in April 2012 from April 2011.
- April 2012 room rates (ADR) in North Carolina were up 4.4%.
  - Room rates in the US increased 5.0% from April 2011.
  - Room rates in the South Atlantic states increased 3.2% from April 2011.
- Statewide, RevPAR was up 5.9% from April of 2011.
  - US RevPAR increased 6.4% from April 2011.
  - South Atlantic RevPAR increased 3.9% from April 2011.
- North Carolina room revenues increased 6.4% in April 2012.
  - Room revenues in the US increased 6.8% from April 2011 to April 2012.
  - Room revenues in the South Atlantic increased 3.7% from April 2011 to April 2012.
- Room Demand increased 1.9% in the state from April 2011 to April 2012.
  - Room demand in the US increased 1.7% in April 2012 from April 2011.
  - Room demand in the South Atlantic increased 0.5% in April 2012 from April 2011.
- Room Supply increased by 0.4% in the state from April 2011 to April 2012.
  - US room supply increased 0.4% in April 2012.
  - South Atlantic room supply decreased 0.1% from April 2011 to April 2012.

Regional
- Six of the seven economic development regions of the state showed increases in occupancy rates for April 2012 from April 2011. In particular, the Triad and Eastern regions had above average occupancy growth.
  - Northeast region +1.5%
  - Southeast region -1.7%
  - Eastern region +5.8%
  - Carolinas region +0.7%
  - Triad region +8.8%
  - Western region +3.0%
- Six of the seven regions experienced increased ADR in April 2012 from April 2011. The Eastern Region had a slight decrease in ADR from last April. In particular, the Triad Region had very positive ADR growth.
  - Northeast region +0.9%
  - Southeast region +3.4%
  - Eastern region -0.2%
  - Carolinas region +5.8%
  - Triad region +7.2%
  - Western region +2.9%
- RevPAR was up in all of the seven economic development regions of the state for April 2012 from April 2011, particularly in the Triad Region (+20%).
  - Northeast region +2.5%
  - Southeast region +1.6%
  - Eastern region +5.7%
  - Carolinas region +6.6%
  - Triad region +16.7%
  - Western region +5.9%
- Room Demand was up in five of the economic development regions of the state for April 2012 from April 2011. The Triad Region had the largest regional growth in demand, with over eight percent growth.
  - Northeast region +2.8%
  - Southeast region 0.0%
  - Eastern region +3.5%
  - Carolinas region +1.7%
  - Triad region +8.1%
  - Western region +2.7%
- Room Supply was up in four of the seven of the economic development regions of the state for April 2012 from April 2011.
  - Northeast region +1.3%
  - Southeast region +1.7%
  - Eastern region -2.2%
  - Carolinas region +1.0%
  - Triad region -0.7%
  - Western region -0.2%
Year-To-Date (through April 2012) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel occupancy is up 3.7% statewide YTD (through April) 2012.
  - The US occupancy is up 3.1% in 2012 from 2011.
  - The South Atlantic states occupancy is up 2.8% in 2012 from 2011.

- YTD room rates (ADR) in North Carolina are up 3.9%.
  - The US ADR is up 4.2% in 2011 from 2011.
  - The South Atlantic states ADR is up 3.5% in 2012 from 2011.

- Statewide, RevPAR is up 7.8% year-to-date.
  - Nationally, RevPAR is also up 7.5% in 2012 from 2011.
  - The South Atlantic states RevPAR is up 6.4% in 2012 from 2011.

- North Carolina room revenues are up 8.3% year-to-date.
  - Nationally, room revenues are also up 7.8% in 2012 from 2011.
  - The South Atlantic states room revenues are up 6.3% in 2012 from 2011.

- Room Demand is up 4.3% in the state year-to-date.
  - Nationally, room demand is also up 3.4% in 2012 from 2011.
  - The South Atlantic states room demand is up 2.7% in 2012 from 2011.

- Room Supply is up 0.5% in the state year-to-date.
  - Nationally, room supply is up 0.3% in 2012 from 2011.
  - The South Atlantic states room supply is down 0.1% in 2012 from 2011.

Regional

- Occupancy in all of the seven economic development regions of the state is up year-to-date (through April). The Western and Triad regions, in particular, are up over seven percent from year-to-date 2011.
  - Northeast region +5.1%
  - Southeast region +1.1%
  - Eastern region +5.8%
  - Carolinas region +3.6%
  - Triad region +7.5%
  - Western region +7.8%

- ADR in six of the seven regions is up year-to-date through April. ADR change in the Eastern Region is close to flat.
  - Northeast region +2.1%
  - Southeast region +2.8%
  - Eastern region -0.1%
  - Carolinas region +5.2%
  - Triad region +3.1%
  - Western region +4.2%

- RevPAR is up year-to-date in all of the seven economic development regions of the state. The Western Region is up over twelve percent.
  - Northeast region +7.4%
  - Southeast region +3.9%
  - Eastern region +5.7%
  - Carolinas region +8.9%
  - Triad region +10.8%
  - Western region +12.3%

- Room Demand is up all of the economic development regions of the state year-to-date through April, particularly in the Western Region (+9.8%).
  - Northeast region +5.8%
  - Southeast region +2.3%
  - Eastern region +4.7%
  - Carolinas region +3.8%
  - Triad region +6.8%
  - Western region +9.8%

- Room Supply is up in five of the economic development regions year-to-date through April.
  - Northeast region +0.7%
  - Southeast region +1.2%
  - Eastern region -1.0%
  - Carolinas region +0.2%
  - Triad region -0.7%
  - Western region +1.8%