

## April 2013 Monthly Lodging Report (Smith Travel Research)

### Statewide

- Hotel/motel **occupancy** increased 3.8% statewide in April 2013 from April 2012.
  - US **occupancy** increased 3.5% in April 2013 from April 2012.
  - South Atlantic states **occupancy** increased 2.0% in April 2013 from April 2012.
- April 2013 **room rates (ADR)** in North Carolina were up 3.8%.
  - **Room rates** in the US increased 3.8% from April 2012.
  - **Room rates** in the South Atlantic states increased 2.8% from April 2012.
- Statewide, **RevPAR** was up 7.8% from April of 2012.
  - US **RevPAR** increased 7.5% from April 2012.
  - South Atlantic **RevPAR** increased 4.9% from April 2012.
- **Room Supply** increased by 1.1% in the state from April 2012 to April 2013.
  - US **room supply** increased 0.8% in April 2013
  - South Atlantic **room supply** was up 0.5% from April 2012 to April 2013.
- **Room Demand** was up 5.0% in the state from April 2012 to April 2013.
  - **Room demand** in the US increased 4.4% in April 2013 from April 2012.
  - **Room demand** in the South Atlantic increased 2.6% in April 2013 from April 2012.
- North Carolina **room revenues** increased 9.0% in April 2013.
  - **Room revenues** in the US increased 8.4% from April 2012 to April 2013.
  - **Room revenues** in the South Atlantic increased 5.4% from April 2012 to April 2013.

### Regional

- Five of the seven economic development regions of the state showed increases in **occupancy** rates for April 2013 from April 2012, particularly the Western and Carolinas regions.
  - Northeast region -5.8%
  - Southeast region +0.7%
  - Eastern region -4.4%
  - Carolinas region +7.7%
  - Triad region +5.0%
  - Triangle region +2.8%
  - Western region +8.4%
- Four of the seven regions experienced increased **ADR** in April 2013 from April 2012. The Carolinas Region ADR was up over six percent from last April.
  - Northeast region -4.0%
  - Southeast region -0.7%
  - Eastern region 0.0%
  - Carolinas region +6.2%
  - Triad region +5.5%
  - Triangle region +4.1%
  - Western region +4.0%
- **RevPAR** was up in four of the seven economic development regions of the state for April 2013 from April 2012. **RevPAR** was up over fourteen percent in the Carolinas Region and up just over twelve percent in the Western Region.
  - Northeast region -9.6%
  - Southeast region 0.0%
  - Eastern region -4.4%
  - Carolinas region +14.4%
  - Triad region +10.7%
  - Triangle region +7.1%
  - Western region +12.7%
- **Room Supply** was up in six of the seven of the economic development regions of the state for April 2013 from April 2012, particularly in the Carolinas Region.
  - Northeast region +0.6%
  - Southeast region -0.4%
  - Eastern region +2.4%
  - Carolinas region +2.3%
  - Triad region +0.3%
  - Triangle region +0.9%
  - Western region +0.7%
- **Room Demand** was up in five of the economic development regions of the state for April 2013 from 2012.
  - Northeast region -5.3%
  - Southeast region +0.3%
  - Eastern region -2.1%
  - Carolinas region +10.2%
  - Triad region +5.3%
  - Triangle region +3.8%
  - Western region +9.1%
- **Room Revenues** were up in four of the economic development regions of the state for April 2013 from 2012. The Carolinas, Western and Triad regions in particular had positive growth in demand.
  - Northeast region -9.0%
  - Southeast region -0.5%
  - Eastern region -2.2%
  - Carolinas region +17.0%
  - Triad region +11.1%
  - Triangle region +8.0%
  - Western region +13.5%

## Year-To-Date (through April 2013) Lodging Report

### Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 1.5% statewide YTD (through April) 2013.
  - The US **occupancy** is up 2.2% 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 3.1%.
  - The US **ADR** is up 4.4% in 2013 from 2012.
  - The South Atlantic states **ADR** is up 4.6% in 2013 from 2012.
- Statewide, **RevPAR** is up 4.7% year-to-date.
  - Nationally, **RevPAR** is also up 6.7% in 2013 from 2012.
  - The South Atlantic states **RevPAR** is up 6.7% 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 2.6% in the state year-to-date.
  - Nationally, **room demand** is also up 3.0% in 2013 from 2012.
  - The South Atlantic states **room demand** is up 2.5% in 2013 from 2012.
- North Carolina **room revenues** are up 5.8% year-to date.
  - Nationally, **room revenues** are also up 7.5% in 2013 from 2012.
  - The South Atlantic states **room revenues** are up 7.1% in 2013 from 2012.

### Regional

- **Occupancy** in five of the seven economic development regions of the state is up year-to-date (through April).
  - Northeast region -4.6%
  - Southeast region +2.7%
  - Eastern region -3.6%
  - Carolinas region +2.2%
  - Triad region +2.3%
  - Triangle region +0.9%
  - Western region +4.4%
- **ADR** in five of the seven regions is up year-to-date through April. The Eastern Region ADR is flat year-to-date.
  - Northeast region -0.8%
  - Southeast region +1.4%
  - Eastern region 0.0%
  - Carolinas region +4.3%
  - Triad region +4.4%
  - Triangle region +2.4%
  - Western region +4.1%
- **RevPAR** is up year-to-date in five of the seven economic development regions of the state. The Western Region is up nearly nine percent.
  - Northeast region -5.3%
  - Southeast region +4.1%
  - Eastern region -3.6%
  - Carolinas region +6.6%
  - Triad region +6.8%
  - Triangle region +3.3%
  - Western region +8.7%
- **Room Supply** is up in six of the economic development regions year-to-date through April.
  - Northeast region -0.4%
  - Southeast region +0.3%
  - Eastern region +1.8%
  - 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 April.
  - Northeast region -4.9%
  - Southeast region +3.0%
  - Eastern region -1.9%
  - Carolinas region +4.5%
  - Triad region +2.7%
  - Triangle region +1.9%
  - Western region +5.1%
- **Room Revenues** are up in five of the economic development regions year-to-date through April. Revenues in the Western Region, in particular, are up nearly ten percent, as are revenues in the Carolinas Region.
  - Northeast region -5.7%
  - Southeast region +4.4%
  - Eastern region -1.9%
  - Carolinas region +9.0%
  - Triad region +7.2%
  - Triangle region +4.4%
  - Western region +9.4%