

Smith Travel Research - North Carolina Report

August 2009 Monthly Lodging Report

Statewide

- Hotel/motel **occupancy** decreased -9.8% statewide in August 2009 from August 2008.
 - The US experienced a decline of -9.9% in **occupancy** for the month of August 2009.
- August 2009 **room rates (ADR)** in North Carolina were down -6.9%.
 - The US saw a decrease in **ADR** of -10.1%.
- Statewide, **RevPAR** was down -16.0%.
 - Nationally, **RevPAR** was also down -19.0% for the month of August.
- North Carolina **room revenues** decreased -13.6% in August 2009.
 - Nationally, room revenues were down -16.3% from August 2008
- **Room Demand** decreased by -7.2% in the state from August 2008 to August 2009.
 - Nationally, room demand was down -6.9% from August 2008 to August 2009.
- **Room Supply** increased by 2.9% in the state from August 2008 to August 2009.
 - Nationally, room supply was up 3.2% from August 2008 to August 2009.

Regional

- All of the seven economic development regions of the state showed decreases in **occupancy** rates for August 2009 from August 2008.
 - Northeast region -5.3%
 - Southeast region -4.4%
 - Eastern region -7.4%
 - Carolinas region -15.1%
 - Triad region -11.8%
 - Triangle region -5.2%
 - Western region -13.3%
- All of the seven regions showed decreased **ADR** in August 2009 from August 2008.
 - Northeast region -2.1%
 - Southeast region -7.5%
 - Eastern region -2.0%
 - Carolinas region -8.4%
 - Triad region -4.5%
 - Triangle region -9.8%
 - Western region -7.2%
- **RevPAR** was down in six of the seven economic development regions of the state for August 2009 from August 2008. The Carolinas and Western regions had particularly difficult Augusts in terms of RevPAR.
 - Northeast region -7.3%
 - Southeast region -11.5%
 - Eastern region -9.2%
 - Carolinas region -22.2%
 - Triad region -15.7%
 - Triangle region -14.5%
 - Western region -19.5%
- **Room Demand** was down in all of the seven of the economic development regions of the state for August 2009 from August 2008.
 - Northeast region -5.3%
 - Southeast region -2.2%
 - Eastern region -5.2%
 - Carolinas region -13.5%
 - Triad region -9.0%
 - Triangle region -2.8%
 - Western region -10.8%
- **Room Supply** was up in six of the seven of the economic development regions of the state for August 2009 from August 2008. The Northeast region supply was flat over this time period.
 - Northeast region 0.0%
 - Southeast region +2.3%
 - Eastern region +2.3%
 - Carolinas region +4.4%
 - Triad region +3.1%
 - Triangle region +2.5%
 - Western region +2.8%

Year-To-Date (through August 2009) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is down -11.4% statewide YTD (through August) 2009.
 - The US **occupancy** is down -10.3% YTD (through August) 2009.
 - The South Atlantic states **occupancy** is down -8.6% (through August) 2009.
- YTD **room rates (ADR)** in North Carolina are down -5.3%.
 - The US **ADR** is down -9.0% year-to-date
 - The South Atlantic states **ADR** is down -7.2% year-to-date.
- Statewide, **RevPAR** is down -16.2% year-to-date.
 - Nationally, **RevPAR** is also down -18.3% year-to-date.
 - The South Atlantic states **RevPAR** is down -15.2% year-to-date.
- North Carolina **room revenues** are down -13.8% year-to date.
 - Nationally, **room revenues** are also down -15.7% year-to-date.
 - The South Atlantic states **room revenues** are down -12.4% year-to-date.
- **Room Demand** is down -8.9% in the state year-to-date.
 - Nationally, **room demand** is also down -7.4% year-to-date.
 - The South Atlantic states **room demand** is down -5.6% year-to-date.
- **Room Supply** is up 2.8% in the state year-to-date.
 - Nationally, **room supply** is also up +3.2% year-to-date.
 - The South Atlantic states **room supply** is up +3.3% year-to-date.

Regional

- **Occupancy** in all seven economic development regions of the state is down year-to-date (through August). The Carolinas, Triad and Triangle regions have double-digit decreases.
 - Northeast region -6.6%
 - Southeast region -9.1%
 - Eastern region -8.7%
 - Carolinas region -16.3%
 - Triad region -11.2%
 - Triangle region -10.6%
 - Western region -9.6%
- **ADR** in all of the seven regions is down year-to-date through August, though the Northeast and Eastern regions are practically flat in terms of change in ADR.
 - Northeast region -0.1%
 - Southeast region -2.7%
 - Eastern region -0.2%
 - Carolinas region -7.1%
 - Triad region -4.7%
 - Triangle region -8.0%
 - Western region -5.4%
- **RevPAR** is down year-to-date in all of the seven economic development regions of the state.
 - Northeast region -6.7%
 - Southeast region -11.6%
 - Eastern region -8.9%
 - Carolinas region -22.3%
 - Triad region -15.4%
 - Triangle region -17.7%
 - Western region -14.5%
- **Room Demand** is down in all of the economic development regions of the state year-to-date through August, particularly in the Carolinas (Charlotte) region.
 - Northeast region -5.2%
 - Southeast region -5.7%
 - Eastern region -6.0%
 - Carolinas region -13.5%
 - Triad region -8.7%
 - Triangle region -8.2%
 - Western region -7.9%
- **Room Supply** is up in all of the economic development regions of the state year-to-date through August.
 - Northeast region +1.5%
 - Southeast region +3.8%
 - Eastern region +3.1%
 - Carolinas region +3.4%
 - Triad region +2.8%
 - Triangle region +2.7%
 - Western region +1.9%