

# August 2010 Monthly Lodging Report (Smith Travel Research)

## Statewide

- Hotel/motel **occupancy** increased 7.7% statewide in August 2010 from August 2009.
  - US **occupancy** was up 6.4% for the month of August 2010.
- August 2010 **room rates (ADR)** in North Carolina were down -0.2% from last August.
  - Growth in the US **ADR** was up 1.5% from August 2009 to August 2010.
- Statewide, **RevPAR** was up 7.5% from August 2009 to August 2010.
  - Nationally, **RevPAR** was up 8.1% for the month of August.
- North Carolina **room revenues** increased 9.8% in August 2010.
  - Nationally, **room revenues** were up 9.9% from August 2009.
- **Room Demand** increased 9.9% in the state from August 2009 to August 2010.
  - Nationally, **room demand** was up 8.3% from August 2009 to August 2010.
- **Room Supply** increased by 2.1% in the state from August 2009 to August 2010.
  - Nationally, **room supply** was up 1.7% from August 2009 to August 2010.

## Regional

- All of the seven economic development regions of the state showed increases in **occupancy** rates for August 2010 from August 2009.
  - Northeast region +6.8%
  - Southeast region +8.2%
  - Eastern region +13.8%
  - Carolinas region +12.2%
  - Triad region +5.2%
  - Triangle region +3.2%
  - Western region +5.5%
- Three of the seven regions showed increased **ADR** in August 2010 from August 2009, particularly the Northeast Region with over 3 percent increase in rates.
  - Northeast region +1.2%
  - Southeast region -1.6%
  - Eastern region -0.2%
  - Carolinas region +1.1%
  - Triad region -2.5%
  - Triangle region -0.8%
  - Western region +2.3%
- **RevPAR** was up in all of the seven economic development regions of the state for August 2010 from August 2009, particularly in the Eastern (+13.6%) and Carolinas regions (+13.5%).
  - Northeast region +8.1%
  - Southeast region +6.5%
  - Eastern region +13.6%
  - Carolinas region +13.5%
  - Triad region +2.6%
  - Triangle region +2.4%
  - Western region +7.9%
- **Room Demand** was up in all of the seven of the economic development regions of the state for August 2010 from August 2009. The Carolinas, Southeast, and Eastern regions had over 10% growth in August.
  - Northeast region +5.6%
  - Southeast region +10.3%
  - Eastern region +15.5%
  - Carolinas region +15.9%
  - Triad region +5.9%
  - Triangle region +6.9%
  - Western region +6.6%
- **Room Supply** was up in six of the seven of the economic development regions of the state for August 2010 from August 2009. The Northeast region supply was down 1.2% this time period.
  - Northeast region -1.2%
  - Southeast region +1.9%
  - Eastern region +1.5%
  - Carolinas region +3.3%
  - Triad region +0.7%
  - Triangle region +3.6%
  - Western region +1.0%

# Year-To-Date (through August 2010) Lodging Report

## Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 6.2% statewide YTD (through August) 2010.
  - The US **occupancy** is up 5.0% YTD (through August) 2010.
  - The South Atlantic states **occupancy** is up 4.9% YTD (through August) 2010.
  
- YTD **room rates (ADR)** in North Carolina are down -1.6%.
  - The US **ADR** is down -1.0% year-to-date
  - The South Atlantic states **ADR** is down -2.3% year-to-date.
  
- Statewide, **RevPAR** is up 4.5% year-to-date.
  - Nationally, **RevPAR** is up 4.0% year-to-date.
  - The South Atlantic states **RevPAR** is up 2.6% year-to-date.
  
- North Carolina **room revenues** are up 7.2% year-to date.
  - Nationally, **room revenues** are up 6.3% year-to-date.
  - The South Atlantic states **room revenues** are up 5.2% year-to-date.
  
- **Room Demand** is up 9.0% in the state year-to-date.
  - Nationally, **room demand** is also up 7.4% year-to-date.
  - The South Atlantic states **room demand** is up 7.7% year-to-date.
  
- **Room Supply** is up 2.6% in the state year-to-date.
  - Nationally, **room supply** is also up 2.3% year-to-date.
  - The South Atlantic states **room supply** is up 2.6% year-to-date.

## Regional

- **Occupancy** in all of the seven economic development regions of the state is up year-to-date (through August). The Carolinas Region has the largest increase year-to-date, followed by the Southeast and Eastern regions.
  - Northeast region +5.9%
  - Southeast region +6.2%
  - Eastern region +6.0%
  - Carolinas region +9.9%
  - Triad region +5.2%
  - Triangle region +4.5%
  - Western region +3.8%
- **ADR** in two of the seven regions is up year-to-date through August. The Northeast Region is up by nearly two percent.
  - Northeast region +1.9%
  - Southeast region -2.8%
  - Eastern region 0.0%
  - Carolinas region -2.2%
  - Triad region -2.2%
  - Triangle region -3.0%
  - Western region +1.1%
- **RevPAR** is up year-to-date in all of the seven economic development regions of the state.
  - Northeast region +7.9%
  - Southeast region +3.2%
  - Eastern region +6.0%
  - Carolinas region +7.4%
  - Triad region +2.8%
  - Triangle region +1.4%
  - Western region +4.9%
- **Room Demand** is up in all of the economic development regions of the state year-to-date through August, particularly in the Carolinas (Charlotte) region.
  - Northeast region +5.3%
  - Southeast region +8.7%
  - Eastern region +8.3%
  - Carolinas region +14.4%
  - Triad region +6.6%
  - Triangle region +7.7%
  - Western region +6.0%
- **Room Supply** is up in six of the economic development regions of the state year-to-date through August. The Northeast region supply is down less than one percent.
  - Northeast region -0.6%
  - Southeast region +2.4%
  - Eastern region +2.2%
  - Carolinas region +4.1%
  - Triad region +1.4%
  - Triangle region +3.0%
  - Western region +2.2%

The seven economic development regions of North Carolina are as follows:

- 1 – Northeast (Bertie, Camden, Chowan, Currituck, Gates, Halifax, Hertford, Northampton, Pasquotank, Perquimans, Beaufort, Dare, Hyde, Martin, Tyrrell, Washington).
- 2 – Eastern (Carteret, Craven, Jones, Onslow, Pamlico, Duplin, Edgecombe, Green, Lenoir, Nash, Pitt, Wayne, Wilson).
- 3 – Southeast (Brunswick, Columbus, New Hanover, Pender, Bladen, Cumberland, Hoke, Richmond, Robeson, Sampson, Scotland).
- 4 – Triangle (Franklin, Harnett, Johnston, Vance, Wake, Warren, Chatham, Durham, Granville, Lee, Moore, Orange, Person).
- 5 – Triad (Alamance, Caswell, Guilford, Montgomery, Randolph, Rockingham, Davidson, Davie, Forsyth, Stokes, Surry, Yadkin).
- 6 – Carolinas (Alexander, Catawba, Cleveland, Iredell, Rowan, Anson, Cabarrus, Gaston, Lincoln, Mecklenburg, Stanly, Union).
- 7 – Western (Alleghany, Ashe, Avery, Buncombe, Burke, Caldwell, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, McDowell, Mitchell, Polk, Rutherford, Swain, Transylvania, Watauga, Wilkes, Yancey).