

August 2012 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 0.5% statewide in August 2012 from August 2011.
 - **US occupancy** increased 2.8% in August 2012 from August 2011.
 - South Atlantic states **occupancy** increased 4.0% in August 2012 from August 2011.
- August 2012 **room rates (ADR)** in North Carolina were up 4.1%.
 - **Room rates** in the US increased 4.3% from August 2011.
 - **Room rates** in the South Atlantic states increased 3.9% from August 2011.
- Statewide, **RevPAR** was up 4.7% from August of 2011.
 - **US RevPAR** increased 7.2% from August 2011.
 - South Atlantic **RevPAR** increased 8.1% from August 2011.
- North Carolina **room revenues** increased 5.3% in August 2012.
 - **Room revenues** in the US increased 7.8% from August 2011 to August 2012.
 - **Room revenues** in the South Atlantic increased 8.2% from August 2011 to August 2012.
- **Room Demand** increased 1.2% in the state from August 2011 to August 2012.
 - **Room demand** in the US increased 3.4% in August 2012 from August 2011.
 - **Room demand** in the South Atlantic increased 4.1% in August 2012 from August 2011.
- **Room Supply** increased by 0.6% in the state from August 2011 to August 2012.
 - **US room supply** increased 0.6% in August 2012
 - South Atlantic **room supply** increased 0.1% from August 2011 to August 2012.

Regional

- Three of the seven economic development regions of the state showed increases in **occupancy** rates for August 2012 from August 2011. The Southeast Region's occupancy grew nearly nine percent.
 - Northeast region -0.9%
 - Southeast region +8.8%
 - Eastern region -2.2%
 - Carolinas region -0.6%
 - Triad region +0.7%
 - Triangle region -4.7%
 - Western region +5.8%
- Five of the seven regions experienced increased **ADR** in August 2012 from August 2011. In particular, the Carolinas Region had **ADR** growth of nearly ten percent.
 - Northeast region +7.2%
 - Southeast region -1.3%
 - Eastern region -1.2%
 - Carolinas region +9.8%
 - Triad region +2.5%
 - Triangle region +2.2%
 - Western region +4.4%
- **RevPAR** was up in five of the seven economic development regions of the state for August 2012 from August 2011, particularly in the Carolinas Region (+9.1%).
 - Northeast region +6.3%
 - Southeast region +7.4%
 - Eastern region -3.3%
 - Carolinas region +9.1%
 - Triad region +3.2%
 - Triangle region -2.5%
 - Western region +10.5%
- **Room Demand** was up in five of the economic development regions of the state for August 2012 from August 2011. The Southeast Region had the largest regional growth in demand with ten percent.
 - Northeast region +0.5%
 - Southeast region +9.9%
 - Eastern region -4.0%
 - Carolinas region +1.1%
 - Triad region +0.5%
 - Triangle region -3.8%
 - Western region +6.1%
- **Room Supply** was up in five of the seven of the economic development regions of the state for August 2012 from August 2011.
 - Northeast region +1.3%
 - Southeast region +1.0%
 - Eastern region -1.8%
 - Carolinas region +1.7%
 - Triad region -0.2%
 - Triangle region +0.9%
 - Western region +0.3%

Year-To-Date (through August 2012) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 2.9% statewide YTD (through August) 2012.
 - The US **occupancy** is up 2.9% in 2012 from 2011.
 - The South Atlantic states **occupancy** is up 2.9% in 2012 from 2011.
- YTD **room rates (ADR)** in North Carolina are up 3.9%.
 - The US **ADR** is up 4.3% in 2012 from 2011.
 - The South Atlantic states **ADR** is up 3.3% in 2012 from 2011.
- Statewide, **RevPAR** is up 6.9% year-to-date.
 - Nationally, **RevPAR** is also up 7.3% in 2012 from 2011.
 - The South Atlantic states **RevPAR** is up 6.4% in 2012 from 2011.
- North Carolina **room revenues** are up 7.5% year-to date.
 - Nationally, **room revenues** are also up 7.7% in 2012 from 2011.
 - The South Atlantic states **room revenues** are up 6.3% in 2012 from 2011.
- **Room Demand** is up 3.5% in the state year-to-date.
 - Nationally, **room demand** is also up 3.3% in 2012 from 2011.
 - The South Atlantic states **room demand** is up 2.9% in 2012 from 2011.
- **Room Supply** is up 0.5% in the state year-to-date.
 - Nationally, **room supply** is up 0.4% in 2012 from 2011.
 - The South Atlantic states **room supply** is down 0.1% in 2012 from 2011.

Regional

- **Occupancy** in six of the seven economic development regions of the state is up year-to-date (through August). The Triangle Region is flat from year-to-date 2011.
 - Northeast region +1.4%
 - Southeast region +3.2%
 - Eastern region +3.3%
 - Carolinas region +2.9%
 - Triad region +6.5%
 - Triangle region -0.4%
 - Western region +5.4%
- **ADR** in six of the seven regions is up year-to-date through August. ADR change in the Eastern Region is down less than one percent.
 - Northeast region +3.2%
 - Southeast region +1.7%
 - Eastern region -0.8%
 - Carolinas region +6.4%
 - Triad region +3.6%
 - Triangle region +4.1%
 - Western region +4.0%
- **RevPAR** is up year-to-date in all of the seven economic development regions of the state. The Triad Region is up over ten percent and the Carolinas and Western regions are just behind with nearly ten percent growth.
 - Northeast region +4.6%
 - Southeast region +4.9%
 - Eastern region +2.5%
 - Carolinas region +9.5%
 - Triad region +10.3%
 - Triangle region +3.7%
 - Western region +9.6%
- **Room Demand** is up all of the economic development regions of the state year-to-date through August, particularly in the Triad and Western regions.
 - Northeast region +1.9%
 - Southeast region +4.2%
 - Eastern region +1.7%
 - Carolinas region +3.7%
 - Triad region +6.5%
 - Triangle region +0.7%
 - Western region +6.0%
- **Room Supply** is up in five of the economic development regions year-to-date through August.
 - Northeast region +0.5%
 - Southeast region +1.0%
 - Eastern region -1.5%
 - Carolinas region +0.8%
 - Triad region 0.0%
 - Triangle region +1.1%
 - Western region +0.6%