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%
  - Western region +5.8%
  - Triangle region -4.7%
- 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%
  - Western region +4.4%
  - Triangle region +2.2%
- 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%
  - Western region +10.5%
  - Triangle region -2.5%
- 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%
  - Western region +6.1%
  - Triangle region -3.8%
- 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%
  - Western region +0.3%
  - Triangle region +0.9%
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 2011 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-date 2011.
  - Northeast region +1.4%
  - Southeast region +3.2%
  - Eastern region +3.3%
  - Carolina region +2.9%
  - Triad region +6.5%
  - 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%
  - Carolina region +6.4%
  - Triad region +3.6%
  - 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%
  - Carolina region +9.5%
  - Triad region +10.3%
  - 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%
  - Carolina region +3.7%
  - Triad region +6.5%
  - 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%
  - Carolina region +0.8%
  - Triad region 0.0%
  - Western region +0.6%