August 2013 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 2.6% statewide in August 2013 from August 2012.
  - US occupancy increased 2.3% in August 2013 from August 2012.
  - South Atlantic states occupancy increased 2.9% in August 2013 from August 2012.
- August 2013 room rates (ADR) in North Carolina were up 2.5%.
  - Room rates in the US increased 4.5% from August 2012.
  - Room rates in the South Atlantic states increased 2.6% from August 2012.
- Statewide, RevPAR was up 5.2% from August of 2012.
  - US RevPAR increased 6.9% from August 2012.
  - South Atlantic RevPAR increased 5.6% from August 2012.
- Room Supply increased by 1.1% in the state from August 2012 to August 2013.
  - US room supply increased 0.7% in August 2013
  - South Atlantic room supply was up 0.4% from August 2012 to August 2013.
- Room Demand was up 3.8% in the state from August 2012 to August 2013.
  - Room demand in the US increased 3.1% in August 2013 from August 2012.
  - Room demand in the South Atlantic increased 3.4% in August 2013 from August 2012.
- North Carolina room revenues increased 6.3% in August 2013.
  - Room revenues in the US increased 7.6% from August 2012 to August 2013.
  - Room revenues in the South Atlantic increased 6.0% from August 2012 to August 2013.

Regional
- Six of the seven economic development regions showed increases in occupancy rates for August 2013 from August 2012, particularly the Western and Triad regions. The Eastern Region was basically flat from last August.
  - Northeast region +0.5%  Carolinas region +0.3%  Triangle region +4.1%
  - Southeast region +1.1%  Triad region +4.3%  Western region +6.7%
  - Eastern region -0.1%
- Six of the seven regions experienced increased ADR in August 2013 from August 2012. The Western Region ADR was up nearly eight percent from last August. The Carolinas Region was down less than one percent.
  - Northeast region +5.2%  Carolinas region -0.8%  Triangle region +1.0%
  - Southeast region +1.8%  Triad region +3.6%  Western region +7.5%
  - Eastern region +3.3%
- RevPAR was up in six of the seven economic development regions of the state for August 2013 from August 2012. RevPAR was up nearly fifteen percent in the Western Region and up eight percent in the Triad Region.
  - Northeast region +5.8%  Carolinas region -0.4%  Triangle region +5.1%
  - Southeast region +3.0%  Triad region +8.0%  Western region +14.7%
  - Eastern region +3.2%
- Room Supply was up in six of the seven of the economic development regions from August 2012, particularly in the Eastern Region. This increase in supply continues to affect lodging occupancy figures both regionally and statewide.
  - Northeast region +0.1%  Carolinas region +1.4%  Triangle region +2.3%
  - Southeast region -0.4%  Triad region +0.5%  Western region +0.3%
  - Eastern region +2.5%
- Room Demand was up in all of the economic development regions of the state for August 2013 from 2012. Demand in the Western Region was up seven percent, followed by the Triangle with nearly seven percent.
  - Northeast region +0.6%  Carolinas region +1.8%  Triangle region +6.5%
  - Southeast region +0.7%  Triad region +4.8%  Western region +7.0%
  - Eastern region +2.4%
- Room Revenues were up in all of the economic development regions of the state for August 2013 from 2012. The Western Region had revenue growth of fifteen percent from August 2012. As well, the Triad and Triangle region revenues grew more than the state average for the month.
  - Northeast region +5.9%  Carolinas region +1.0%  Triangle region +7.5%
  - Southeast region +2.5%  Triad region +8.5%  Western region +15.0%
  - Eastern region +5.8%
Year-To-Date (through August 2013) Lodging Report
Statewide & Competitive State Comparison

- Hotel/motel occupancy is up 1.2% statewide YTD (through August) 2013.
  - The US occupancy is up 1.6% in 2013 from 2012.
  - The South Atlantic states occupancy is up 1.7% in 2013 from 2012.
- YTD room rates (ADR) in North Carolina are up 2.9%.
  - The US ADR is up 4.1% in 2013 from 2012.
  - The South Atlantic states ADR is up 3.3% in 2013 from 2012.
- Statewide, RevPAR is up 4.1% year-to-date.
  - Nationally, RevPAR is also up 5.8% in 2013 from 2012.
  - The South Atlantic states RevPAR is up 5.1% in 2013 from 2012.
- Room Supply is up 1.1% in the state year-to-date.
  - Nationally, room supply is also up 0.8% in 2013 from 2012.
  - The South Atlantic states room supply is up 0.5% in 2013 from 2012.
- Room Demand is up 2.3% in the state year-to-date.
  - Nationally, room demand is also up 2.4% in 2013 from 2012.
  - The South Atlantic states room demand is up 2.1% in 2013 from 2012.
- North Carolina room revenues are up 5.3% year-to-date.
  - Nationally, room revenues are also up 6.6% in 2013 from 2012.
  - The South Atlantic states room revenues are up 5.6% in 2013 from 2012.

Regional
- Occupancy in five of the seven economic development regions of the state is up year-to-date (through August), particularly the Western Region (+3.9%).
  - Northeast region -0.2%
  - Southeast region +0.5%
  - Eastern region -1.7%
  - Carolinas region +0.8%
  - Triad region +1.7%
  - Triangle region +1.7%
  - Western region +3.9%
- ADR in all of the seven regions is up year-to-date through August. The Western Region ADR is up over five percent from 2012 year-to-date.
  - Northeast region +2.9%
  - Southeast region +0.8%
  - Eastern region +1.5%
  - Carolinas region +3.0%
  - Triad region +3.7%
  - Western region +5.4%
- RevPAR is up year-to-date in six of the seven economic development regions of the state. The Western Region is up nearly ten percent.
  - Northeast region +2.7%
  - Southeast region +1.3%
  - Eastern region -0.2%
  - Carolinas region +3.7%
  - Triad region +5.4%
  - Western region +9.5%
- Room Supply is up in five of the economic development regions year-to-date through August. The effect of supply growth on occupancy is noticeable particularly in the Carolinas and Eastern regions.
  - Northeast region -0.2%
  - Southeast region -0.1%
  - Eastern region +2.0%
  - Carolinas region +2.0%
  - Triad region +0.4%
  - Western region +0.7%
- Room Demand is up six of the economic development regions of the state year-to-date through August.
  - Northeast region -0.4%
  - Southeast region +0.4%
  - Eastern region +0.3%
  - Carolinas region +2.7%
  - Triad region +2.1%
  - Western region +4.6%
- Room Revenues are up in all of the economic development regions year-to-date through August. Revenues in the Western Region, in particular, are up over ten percent.
  - Northeast region +2.5%
  - Southeast region +1.2%
  - Eastern region +1.8%
  - Carolinas region +5.8%
  - Triad region +5.8%
  - Western region +10.2%