

## 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%
  - Southeast region +1.1%
  - Eastern region -0.1%
  - Carolinas region +0.3%
  - Triad region +4.3%
  - Triangle region +4.1%
  - Western region +6.7%
- 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%
  - Southeast region +1.8%
  - Eastern region +3.3%
  - Carolinas region -0.8%
  - Triad region +3.6%
  - Triangle region +1.0%
  - Western region +7.5%
- **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%
  - Southeast region +3.0%
  - Eastern region +3.2%
  - Carolinas region -0.4%
  - Triad region +8.0%
  - Triangle region +5.1%
  - Western region +14.7%
- **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%
  - Southeast region -0.4%
  - Eastern region +2.5%
  - Carolinas region +1.4%
  - Triad region +0.5%
  - Triangle region +2.3%
  - Western region +0.3%
- **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%
  - Southeast region +0.7%
  - Eastern region +2.4%
  - Carolinas region +1.8%
  - Triad region +4.8%
  - Triangle region +6.5%
  - Western region +7.0%
- **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%
  - Southeast region +2.5%
  - Eastern region +5.8%
  - Carolinas region +1.0%
  - Triad region +8.5%
  - Triangle region +7.5%
  - Western region +15.0%

## 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%
  - Triangle region +2.2%
  - 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%
  - Triangle region +3.9%
  - 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%
  - Triangle region +1.4%
  - 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%
  - Triangle region +3.1%
  - 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%
  - Triangle region +5.3%
  - Western region +10.2%