

December 2009 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** decreased -1.4% statewide in December 2009 from December 2008.
 - The US experienced a decline of -1.9% in **occupancy** for the month of December 2009.
- December 2009 **room rates (ADR)** in North Carolina were down -6.1%.
 - The US saw a decrease in **ADR** of -6.0% from December 2008 to December 2009.
- Statewide, **RevPAR** was down -7.4% in December.
 - Nationally, **RevPAR** was also down -7.8% for the month of December.
- North Carolina **room revenues** decreased -4.6% in December 2009.
 - Nationally, **room revenues** were down -5.0% from December 2008
- **Room Demand** increased +1.5% in the state from December 2008 to December 2009.
 - Nationally, **room demand** was up +1.1% from December 2008 to December 2009.
- **Room Supply** increased by +3.0% in the state from December 2008 to December 2009.
 - Nationally, **room supply** was up +3.1% from December 2008 to December 2009.

Regional

- Five of the seven economic development regions of the state showed decreases in **occupancy** rates for December 2009 from December 2008. The Western Region had a healthy increase of over 5%.
 - Northeast region +1.4%
 - Southeast region -2.1%
 - Eastern region -0.8%
 - Carolinas region -4.2%
 - Triad region -3.3%
 - Triangle region -1.9%
 - Western region +5.4%
- Of the seven regions, only the Eastern Region showed increased **ADR** in December 2009.
 - Northeast region -1.6%
 - Southeast region -6.1%
 - Eastern region +2.5%
 - Carolinas region -10.5%
 - Triad region -6.3%
 - Triangle region -8.1%
 - Western region -1.9%
- **RevPAR** was down in four of the seven economic development regions of the state for December 2009 from December 2008. The Carolinas and Southeast regions had particularly difficult Decembers in terms of RevPAR. The Western Region had a +3.4% increase, due to the increased occupancy referenced above. The Northeast Region was practically flat in terms of RevPAR.
 - Northeast region -0.2%
 - Southeast region -8.1%
 - Eastern region +1.6%
 - Carolinas region -14.3%
 - Triad region -9.4%
 - Triangle region -9.8%
 - Western region +3.4%
- **Room Demand** was up in five and flat in one of the seven of the economic development regions of the state for December 2009 from December 2008. The Western Region, in particular, had a very good percent change in room demand (+8.1%).
 - Northeast region +1.4%
 - Southeast region 0.0%
 - Eastern region +0.4%
 - Carolinas region +1.0%
 - Triad region -0.6%
 - Triangle region +0.4%
 - Western region +8.1%
- **Room Supply** was up in six of the seven of the economic development regions of the state for December 2009 from December 2008. In particular, the Carolinas region had an increase of over five percent, further causing occupancy to drop. The Northeast region supply was flat over this time period.
 - Northeast region 0.0%
 - Southeast region +2.2%
 - Eastern region +1.3%
 - Carolinas region +5.5%
 - Triad region +2.8%
 - Triangle region +2.3%
 - Western region +2.6%

Year-End 2009 Lodging Report

- Hotel/motel **occupancy** was down -9.0% statewide in 2009 from 2008.
 - The US **occupancy** was down -8.6% in 2009 from 2008.
- YTD **room rates (ADR)** in North Carolina were down -5.6% in 2009 from 2008.
 - The US **ADR** was down -8.8% in 2009 from 2008.
- Statewide, **RevPAR** was down -14.1% in 2009 from 2008.
 - Nationally, **RevPAR** was also down -16.7% in 2009 from 2008.
- North Carolina **room revenues** were down -11.6% in 2009 from 2008.
 - Nationally, **room revenues** were also down -14.1% in 2009 from 2008.
- **Room Demand** was down -6.4% in the state in 2009 from 2008.
 - Nationally, **room demand** was also down -5.8% in 2009 from 2008.
- **Room Supply** was up 2.9% in the state in 2009 from 2008.
 - Nationally, **room supply** was also up +3.2% in 2009 from 2008.

Regional

- **Occupancy** in all seven economic development regions of the state was down in 2009 from 2008. The Carolinas and Triad regions had double-digit decreases.
 - Northeast region -2.6%
 - Southeast region -8.0%
 - Eastern region -6.1%
 - Carolinas region -13.0%
 - Triad region -10.1%
 - Triangle region -8.0%
 - Western region -7.2%
- **ADR** in most of the seven regions was down in 2009 from 2008. Because of a *relatively* good fall, the Eastern Regions ADR was flat and the Northeast Region was down a little under flat in terms of change in ADR.
 - Northeast region -0.4%
 - Southeast region -3.5%
 - Eastern region 0.0%
 - Carolinas region -7.7%
 - Triad region -5.6%
 - Triangle region -8.5%
 - Western region -4.0%
- **RevPAR** was down in 2009 from 2008 in all of the seven economic development regions of the state. The Northeast Region fared the best at just less than 3%.
 - Northeast region -2.9%
 - Southeast region -11.2%
 - Eastern region -6.1%
 - Carolinas region -19.7%
 - Triad region -15.1%
 - Triangle region -15.9%
 - Western region -10.9%
- **Room Demand** was down in all of the economic development regions of the state in 2009 from 2008.
 - Northeast region -1.6%
 - Southeast region -4.9%
 - Eastern region -3.9%
 - Carolinas region -9.6%
 - Triad region -7.6%
 - Triangle region -5.6%
 - Western region -5.0%
- **Room Supply** was up in all of the economic development regions of the state in 2009 from 2008.
 - Northeast region +1.0%
 - Southeast region +3.3%
 - Eastern region +2.4%
 - Carolinas region +3.9%
 - Triad region +2.8%
 - Triangle region +2.6%
 - Western region +2.3%