

December 2010 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 5.3% statewide in December 2010 from December 2009.
 - The US experienced an increase of 5.4% in **occupancy** for the month of December 2010.
- December 2010 **room rates (ADR)** in North Carolina were up 1.6%.
 - The US saw an increase in **ADR** of 1.9% from December 2009 to December 2010.
- Statewide, **RevPAR** was up 6.9% in December 2010.
 - Nationally, **RevPAR** was also up 7.4% for the month of December.
- North Carolina **room revenues** increased 8.6% in December 2010.
 - Nationally, **room revenues** were up 8.6% from December 2009
- **Room Demand** increased 6.9% in the state from December 2009 to December 2010.
 - Nationally, **room demand** was up 6.6% from December 2009 to December 2010.
- **Room Supply** increased by 1.6% in the state from December 2009 to December 2010.
 - Nationally, **room supply** was up 1.2% from December 2009 to December 2010.

Regional

- Six of the seven economic development regions of the state showed increases in **occupancy** rates for December 2010 from December 2009. The Western Region had a decrease of 4%. This matches the increase that the region had last December.
 - Northeast region +7.5%
 - Southeast region +10.1%
 - Eastern region +5.2%
 - Carolinas region +7.1%
 - Triad region +8.2%
 - Triangle region +5.1%
 - Western region -4.4%
- Five of the seven regions showed increased **ADR** in December 2010 from 2009.
 - Northeast region +1.1%
 - Southeast region +2.6%
 - Eastern region -2.6%
 - Carolinas region +4.3%
 - Triad region -0.7%
 - Triangle region +0.7%
 - Western region +3.7%
- **RevPAR** was down in only the Western Region of the state for December 2010 from December 2009. The Carolinas and Southeast regions had double-digit increases in terms of RevPAR from last year.
 - Northeast region +8.7%
 - Southeast region +12.9%
 - Eastern region +2.5%
 - Carolinas region +11.7%
 - Triad region +7.4%
 - Triangle region +5.8%
 - Western region -0.9%
- **Room Demand** was up in all but the Western Region of the state for December 2010 from December 2009.
 - Northeast region +6.0%
 - Southeast region +11.5%
 - Eastern region +7.1%
 - Carolinas region +8.6%
 - Triad region +8.9%
 - Triangle region +9.2%
 - Western region -4.0%
- **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 Triangle had an increase of four percent. The Northeast region supply was down just over one percent over this time period.
 - Northeast region -1.4%
 - Southeast region +1.3%
 - Eastern region +1.7%
 - Carolinas region +1.4%
 - Triad region +0.6%
 - Triangle region +4.0%
 - Western region +0.5%

Year-End 2010 Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** was up 6.9% statewide in 2010 from 2009.
 - The US **occupancy** was up 5.7% in 2010 from 2009.
 - The South Atlantic states **occupancy** was up 5.9% in 2010 from 2009.
- YTD **room rates (ADR)** in North Carolina were down -0.6% in 2010 from 2009.
 - The US **ADR** was down -0.1% in 2010 from 2009.
 - The South Atlantic states **ADR** was down -1.2% in 2010 from 2009.
- Statewide, **RevPAR** was up 6.2% in 2010 from 2009.
 - Nationally, **RevPAR** was also up 5.5% in 2010 from 2009.
 - The South Atlantic states **RevPAR** was up 4.6% in 2010 from 2009.
- North Carolina **room revenues** were up 8.7% in 2010 from 2009.
 - Nationally, **room revenues** were also up 7.6% in 2010 from 2009.
 - The South Atlantic states **room revenues** were up 6.8% in 2010 from 2009.
- **Room Demand** was up 9.3% in the state in 2010 from 2009.
 - Nationally, **room demand** was also up 7.7% in 2010 from 2009.
 - The South Atlantic states **room demand** was up 8.1% in 2010 from 2009.
- **Room Supply** was up 2.3% in the state in 2010 from 2009.
 - Nationally, **room supply** was also up 2.0% in 2010 from 2009.
 - The South Atlantic states **room supply** was up 2.1% in 2010 from 2009.

Regional

- **Occupancy** in all seven economic development regions of the state was up in 2010 from 2009. The Carolinas Regions had nearly a ten percent increase.
 - Northeast region +6.2%
 - Southeast region +8.2%
 - Eastern region +6.9%
 - Carolinas region +9.3%
 - Triad region +6.7%
 - Triangle region +5.5%
 - Western region +4.0%
- **ADR** in the Northeast Region and Western Region showed positive growth from 2009 to 2010. The other five regions had only slight decreases, all less than two percent.
 - Northeast region +1.9%
 - Southeast region -1.1%
 - Eastern region -0.2%
 - Carolinas region -0.2%
 - Triad region -1.6%
 - Triangle region -1.9%
 - Western region +1.1%
- **RevPAR** was up in 2010 from 2009 in all of the seven economic development regions of the state.
 - Northeast region +8.1%
 - Southeast region +7.1%
 - Eastern region +6.7%
 - Carolinas region +9.0%
 - Triad region +5.0%
 - Triangle region +3.5%
 - Western region +5.1%
- **Room Demand** was also up in all of the economic development regions of the state in 2010 from 2009.
 - Northeast region +5.4%
 - Southeast region +10.5%
 - Eastern region +9.1%
 - Carolinas region +13.0%
 - Triad region +7.9%
 - Triangle region +8.9%
 - Western region +5.6%
- **Room Supply** was up in six of the seven economic development regions of the state in 2009 from 2008. The Northeast Region had a slight decline in room supply of less than one percent from 2009.
 - Northeast region -0.7%
 - Southeast region +2.1%
 - Eastern region +2.0%
 - Carolinas region +3.4%
 - Triad region +1.2%
 - Triangle region +3.3%
 - Western region +1.6%