December 2011 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 3.9% statewide in December 2011 from December 2010.
  - The US experienced an increase of 4.1% in occupancy for the month of December 2011.
  - The South Atlantic had an increase of 3.7% in occupancy in December 2011.
- December 2011 room rates (ADR) in North Carolina were up 4.0%.
  - The US saw an increase in ADR of 3.4% from December 2010 to December 2011.
  - The South Atlantic states’ ADR was up 2.8% from December 2010 to December 2011.
- Statewide, RevPAR was up 8.0% from December of 2010.
  - Nationally, RevPAR was up 7.6% for the month of December.
  - RevPAR in the South Atlantic states was up 6.6% during this time frame.
- North Carolina room revenues increased 8.9% in December 2011.
  - Nationally, room revenues were up 8.1% from December 2010
  - South Atlantic states’ room revenues were up 6.7% from December 2010.
- Room Demand increased 4.7% in the state from December 2010 to December 2011.
  - Room demand in the US increased by 4.6% in December 2011.
  - Room demand in the South Atlantic increased by 3.9% in December 2011.
- Room Supply increased by 0.8% in the state from December 2010 to December 2011.
  - Room supply in the US increased by 0.5% from December 2010 to December 2011.
  - Room supply in the South Atlantic increased by 0.1% in December 2011.

Regional
- Six of the seven economic development regions of the state showed increases in occupancy rates for December 2011 from December 2010. The Triangle Region occupancy was flat from last December (-5.9%).
  - Northeast region +11.0%
  - Carolinas region +6.1%
  - Triangle region -0.1%
  - Southeast region +1.4%
  - Triad region +6.2%
  - Western region +1.8%
  - Eastern region +8.7%
- Six of the seven regions experienced increased ADR in December 2011 from December 2010. The Eastern Region was flat from last December. ADR in the Carolinas Region increased five percent from last December, followed closely in growth by the Western Region (+4.6%).
  - Northeast region +2.1%
  - Carolinas region +5.0%
  - Triangle region +4.3%
  - Southeast region +4.2%
  - Triad region +4.2%
  - Western region +4.6%
  - Eastern region -0.2%
- RevPAR was up in all of the seven economic development regions of the state for December 2011 from December 2010.
  - Northeast region +13.3%
  - Carolinas region +11.3%
  - Triangle region +4.1%
  - Southeast region +5.7%
  - Triad region +10.6%
  - Western region +6.4%
  - Eastern region +8.6%
- Room Demand was up in all of the economic development regions of the state for December 2011 from 2010. The Triangle Region had had less than a one percent increase in room demand.
  - Northeast region +10.2%
  - Carolinas region +5.9%
  - Triangle region +0.6%
  - Southeast region +3.6%
  - Triad region +5.5%
  - Western region +4.3%
  - Eastern region +11.5%
- Room Supply was up in four of the seven of the economic development regions of the state for December 2011 from December 2010, particularly in the Southeast, Eastern and Western regions.
  - Northeast region -0.7%
  - Carolinas region -0.2%
  - Triangle region +0.7%
  - Southeast region +2.2%
  - Triad region -0.7%
  - Western region +2.5%
  - Eastern region +2.5%
Year-End 2011 Lodging Report

Statewide & Competitive State Comparison

- **Hotel/motel occupancy** was up 4.0% statewide from 2010 to 2011.
  - The US occupancy was up 4.4% in 2010 from 2010.
  - The South Atlantic states occupancy was up 4.2% in 2011 from 2010.

- **Room rates (ADR)** in North Carolina were up 2.6% from 2010 to 2011.
  - The US ADR was up 3.7% in 2011 from 2010.
  - The South Atlantic states ADR was up 2.7% in 2011 from 2010.

- Statewide, **RevPAR** was up 6.7% in 2011 from 2010.
  - Nationally, RevPAR was also up 8.2% in 2011 from 2010.
  - The South Atlantic states RevPAR was up 7.0% in 2011 from 2010.

- North Carolina **room revenues** were up 7.6% from 2010 to 2011.
  - Nationally, room revenues were also up 8.8% in 2011 from 2010.
  - The South Atlantic states room revenues were up 7.2% in 2011 from 2010.

- **Room Demand** was up 4.9% in the state from 2010 to 2011.
  - Nationally, room demand was also up 5.0% in 2011 from 2010.
  - The South Atlantic states room demand was up 4.4% in 2011 from 2010.

- **Room Supply** was up 0.9% in the state from 2010 to 2011.
  - Nationally, room supply was also up 0.6% in 2011 from 2010.
  - The South Atlantic states room supply was up 0.2% in 2011 from 2010.

Regional

- **Occupancy** in five of the seven economic development regions of the state was up in 2011 from 2010. The Southeast and Western regions are down just less than one percent.
  - Northeast region +5.3%
  - Southeast region -0.7%
  - Eastern region +4.8%
  - Carolinas region +7.4%
  - Triad region +4.5%
  - Western region -0.5%

- **ADR** in all of the seven regions of the state was up from 2010 to 2011, particularly in the Southeast, Triangle, and Carolinas regions.
  - Northeast region +0.5%
  - Southeast region +3.2%
  - Eastern region +0.6%
  - Carolinas region +3.1%
  - Triad region +2.0%
  - Western region +2.9%

- **RevPAR** was up in 2011 from 2010 in all of the seven economic development regions of the state, especially in the Carolinas and Triangle regions.
  - Northeast region +5.9%
  - Southeast region +2.5%
  - Eastern region +5.5%
  - Carolinas region +10.8%
  - Triad region +6.6%
  - Western region +2.4%
  - Triangle region +7.8%
  - Triangle region +6.1%

- **Room Demand** was up all of the regions of the state in 2011, particularly in the Triangle, Carolinas and Eastern regions.
  - Northeast region +3.6%
  - Southeast region +1.3%
  - Eastern region +7.2%
  - Carolinas region +7.3%
  - Triad region +4.0%
  - Western region +1.2%

- **Room Supply** was up in 2011 in four of the economic development regions. The Carolinas and Triad regions showed fairly flat growth in room supply.
  - Northeast region -1.6%
  - Southeast region +2.0%
  - Eastern region +2.3%
  - Carolinas region -0.1%
  - Triad region -0.4%
  - Western region +1.7%