December 2012 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel occupancy increased 1.0% statewide in December 2012 from December 2011.
  - US occupancy increased 3.2% in December 2012 from December 2011.
  - South Atlantic states occupancy increased 3.4% in December 2012 from December 2011.
- December 2012 room rates (ADR) in North Carolina were up 2.8%.
  - Room rates in the US increased 4.3% from December 2011.
  - Room rates in the South Atlantic states increased 5.1% from December 2011.
- Statewide, RevPAR was up 3.8% from December of 2011.
  - US RevPAR increased 7.7% from December 2011.
  - South Atlantic RevPAR increased 8.6% from December 2011.
- Room Demand increased 2.2% in the state from December 2011 to December 2012.
  - Room demand in the US increased 4.0% in December 2012 from December 2011.
  - Room demand in the South Atlantic increased 3.7% in December 2012 from December 2011.
- Room Supply increased by 1.3% in the state from December 2011 to December 2012.
  - US room supply increased 0.7% in December 2012
  - South Atlantic room supply increased 0.3% from December 2011 to December 2012.
- North Carolina room revenues increased 5.1% in December 2012.
  - Room revenues in the US increased 8.4% from December 2011 to December 2012.
  - Room revenues in the South Atlantic increased 9.0% from December 2011 to December 2012.

Regional

- Four of the seven economic development regions of the state showed increases in occupancy rates for December 2012 from December 2011. The Western Region grew six percent.
  - Northeast region -5.6%
  - Southeast region +1.3%
  - Eastern region +0.4%
  - Carolinas region +0.2%
  - Triad region 0.0%
  - Western region +6.0%
- All of the seven regions experienced increased ADR in December 2012 from December 2011. In particular, the Carolinas and Western regions had ADR growth of nearly four percent.
  - Northeast region +0.5%
  - Southeast region +0.5%
  - Eastern region +0.5%
  - Carolinas region +3.7%
  - Triad region +2.6%
  - Western region +3.9%
- RevPAR was up in six of the seven economic development regions of the state for December 2012 from December 2011, particularly in the Western Region (+10%).
  - Northeast region -5.1%
  - Southeast region +1.8%
  - Eastern region +1.0%
  - Carolinas region +4.0%
  - Triad region +2.6%
  - Western region +10.1%
- Room Demand was up in six of the economic development regions of the state for December 2012 from December 2011. The Western Region had the largest regional growth in demand with nearly seven percent.
  - Northeast region -6.2%
  - Southeast region +1.9%
  - Eastern region +0.9%
  - Carolinas region +2.7%
  - Triad region +0.3%
  - Western region +6.8%
- Room Supply was up in six of the seven of the economic development regions of the state for December 2012 from December 2011.
  - Northeast region -0.6%
  - Southeast region +0.6%
  - Eastern region +0.5%
  - Carolinas region +2.5%
  - Triad region +0.3%
  - Western region +0.7%
- Room Revenues was up in six of the seven of the economic development regions of the state for December 2012 from December 2011, particularly in the Western Region (+11%).
  - Northeast region -5.7%
  - Southeast region +2.4%
  - Eastern region +1.4%
  - Carolinas region +6.6%
  - Triad region +3.0%
  - Western region +11.0%
Year-End 2012 Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel occupancy was up 2.5% statewide from 2011 to 2012.
  - The US occupancy was up 2.5% in 2012 from 2011.
  - The South Atlantic states occupancy was up 2.5% in 2012 from 2011.

- Room rates (ADR) in North Carolina were up 4.5% from 2011 to 2012.
  - The US ADR was up 4.2% in 2012 from 2011.
  - The South Atlantic states ADR was up 3.1% in 2012 from 2011.

- Statewide, RevPAR was up 7.1% in 2012 from 2011.
  - Nationally, RevPAR was also up 6.8% in 2012 from 2011.
  - The South Atlantic states RevPAR was up 5.7% in 2012 from 2011.

- Room Demand was up 3.2% in the state from 2011 to 2012.
  - Nationally, room demand was also up 3.0% in 2012 from 2011.
  - The South Atlantic states room demand was up 2.6% in 2012 from 2011.

- Room Supply was up 0.7% in the state from 2011 to 2012.
  - Nationally, room supply was also up 0.5% in 2012 from 2011.
  - The South Atlantic states room supply was flat in 2012 from 2011.

- North Carolina room revenues were up 7.9% from 2011 to 2012.
  - Nationally, room revenues were also up 7.3% in 2012 from 2011.
  - The South Atlantic states room revenues were up 5.7% in 2012 from 2011.

Regional

- Occupancy in four of the seven economic development regions of the state was up in 2012 from 2011. The Triad Region was up five percent and the Western Region was up nearly five percent.
  - Northeast region -2.6%  Carolinas region +3.1%  Triangle region -0.3%
  - Southeast region +4.6%  Triad region +5.2%  Western region +4.9%
  - Eastern region -0.1%

- ADR in six of the seven regions of the state was up from 2011 to 2012, particularly in the Carolinas Region.
  - Northeast region +3.7%  Carolinas region +9.0%  Triangle region +3.5%
  - Southeast region +1.4%  Triad region +3.4%  Western region +4.0%
  - Eastern region -0.7%

- RevPAR was up in 2012 from 2011 in six of the seven economic development regions of the state, especially in the Carolinas, Western and Triad regions.
  - Northeast region +1.0%  Carolinas region +12.4%  Triangle region +3.2%
  - Southeast region +6.0%  Triad region +8.9%  Western region +9.1%
  - Eastern region -0.8%

- Room Demand was up five of the regions of the state in 2012, particularly in the Southeast, Triad and Western regions.
  - Northeast region -2.4%  Carolinas region +4.6%  Triangle region +0.8%
  - Southeast region +5.6%  Triad region +5.3%  Western region +5.5%
  - Eastern region -1.2%

- Room Supply was up in 2012 in six of the economic development regions. The Carolina Region had the largest supply growth with 1.5 percent.
  - Northeast region +0.2%  Carolinas region +1.5%  Triangle region +1.1%
  - Southeast region +1.0%  Triad region +0.1%  Western region +0.6%
  - Eastern region -1.1%

- Room Revenues was up in six of the seven of the economic development regions of the state for December 2012 from December 2011, particularly in the Carolinas, Western and Triad regions.
  - Northeast region +1.2%  Carolinas region +14.1%  Triangle region +4.4%
  - Southeast region +7.1%  Triad region +8.9%  Western region +9.7%
  - Eastern region -1.9%