

# 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%
  - Triangle 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%
  - Triangle region +1.9%
  - 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%
  - Triangle region +1.9%
  - 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%
  - Triangle region +1.9%
  - 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%
  - Triangle region +1.9%
  - 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%
  - Triangle region +3.8%
  - 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%
  - Southeast region +4.6%
  - Eastern region -0.1%
  - Carolinas region +3.1%
  - Triad region +5.2%
  - Triangle region -0.3%
  - Western region +4.9%
- **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%
  - Southeast region +1.4%
  - Eastern region -0.7%
  - Carolinas region +9.0%
  - Triad region +3.4%
  - Triangle region +3.5%
  - Western region +4.0%
- **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%
  - Southeast region +6.0%
  - Eastern region -0.8%
  - Carolinas region +12.4%
  - Triad region +8.9%
  - Triangle region +3.2%
  - Western region +9.1%
- **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%
  - Southeast region +5.6%
  - Eastern region -1.2%
  - Carolinas region +4.6%
  - Triad region +5.3%
  - Triangle region +0.8%
  - Western region +5.5%
- **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%
  - Southeast region +1.0%
  - Eastern region -1.1%
  - Carolinas region +1.5%
  - Triad region +0.1%
  - Triangle region +1.1%
  - Western region +0.6%
- **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%
  - Southeast region +7.1%
  - Eastern region -1.9%
  - Carolinas region +14.1%
  - Triad region +8.9%
  - Triangle region +4.4%
  - Western region +9.7%