

## December 2013 Monthly Lodging Report (Smith Travel Research)

### Statewide

- Hotel/motel **occupancy** increased 5.3% statewide in December 2013 from December 2012.
  - US **occupancy** increased 2.7% in December 2013 from December 2012.
  - South Atlantic states **occupancy** increased 4.8% in December 2013 from December 2012.
- December 2013 **room rates (ADR)** in North Carolina were up 4.1%.
  - **Room rates** in the US increased 3.9% from December 2012.
  - **Room rates** in the South Atlantic states increased 3.9% from December 2012.
- Statewide, **RevPAR** was up 9.6% from December of 2012.
  - US **RevPAR** increased 6.7% from December 2012.
  - South Atlantic **RevPAR** increased 8.9% from December 2012.
- **Room Supply** increased by 0.8% in the state from December 2012 to December 2013.
  - US **room supply** increased 0.8% in December 2013
  - South Atlantic **room supply** was up 0.3% from December 2012 to December 2013.
- **Room Demand** was up 6.2% in the state from December 2012 to December 2013.
  - **Room demand** in the US increased 3.6% in December 2013 from December 2012.
  - **Room demand** in the South Atlantic increased 5.1% in December 2013 from December 2012.
- North Carolina **room revenues** increased 10.5% in December 2013.
  - **Room revenues** in the US increased 7.6% from December 2012 to December 2013.
  - **Room revenues** in the South Atlantic increased 9.2% from December 2012 to December 2013.

### Regional

- Five of the seven economic development regions showed increases in **occupancy** rates for December 2013 from December 2012. Four of them had increases of more than seven percent..
  - Northeast region -3.1%
  - Southeast region +2.3%
  - Eastern region -7.8%
  - Carolinas region +7.5%
  - Triad region +8.7%
  - Triangle region +7.6%
  - Western region +7.4%
- All of the seven regions experienced increased **ADR** in December 2013 from December 2012. The Northeast Region **ADR** was up more than five percent from last December.
  - Northeast region +5.3%
  - Southeast region +0.6%
  - Eastern region +3.8%
  - Carolinas region +4.0%
  - Triad region +3.5%
  - Triangle region +4.4%
  - Western region +4.6%
- **RevPAR** was up in six of the seven economic development regions of the state for December 2013 from December 2012. **RevPAR** was up more than twelve percent in the Triad, Triangle and Western regions.
  - Northeast region +2.0%
  - Southeast region +3.0%
  - Eastern region -4.3%
  - Carolinas region +11.7%
  - Triad region +12.5%
  - Triangle region +12.3%
  - Western region +12.3%
- **Room Supply** was up in five of the seven of the economic development regions from December 2012, particularly in the Triangle Region.
  - Northeast region +1.3%
  - Southeast region 0.0%
  - Eastern region +1.4%
  - Carolinas region +1.0%
  - Triad region 0.0%
  - Triangle region +1.7%
  - Western region +0.2%
- **Room Demand** was up in five of the economic development regions of the state for December 2013 from 2012. Demand in the Triangle Region was up nearly 10 percent.
  - Northeast region -1.8%
  - Southeast region +2.3%
  - Eastern region -6.5%
  - Carolinas region +8.6%
  - Triad region +8.6%
  - Triangle region +9.4%
  - Western region +7.6%
- **Room Revenues** were up in six of the economic development regions of the state for December 2013 from 2012. The Triangle Region revenues increased over 14 percent and the Triad, Carolinas and Western regions saw growth in revenues of more than twelve percent from December 2012.
  - Northeast region +3.3%
  - Southeast region +2.9%
  - Eastern region -2.9%
  - Carolinas region +12.9%
  - Triad region +12.4%
  - Triangle region +14.1%
  - Western region +12.5%

## Year End 2013 Lodging Report - Statewide & Competitive State Comparison

- 2013 hotel/motel **occupancy** was up 1.7% statewide from 2012.
  - The US **occupancy** is up 1.5% in 2013 from 2012.
  - The South Atlantic states **occupancy** is up 1.9% in 2013 from 2012.
- 2013 **room rates (ADR)** in North Carolina were up 2.2% from 2012.
  - The US **ADR** is up 3.9% in 2013 from 2012.
  - The South Atlantic states **ADR** is up 3.0% in 2013 from 2012.
- Statewide, **RevPAR** was up 3.9% from 2012 to 2013.
  - Nationally, **RevPAR** is also up 5.4% in 2013 from 2012.
  - The South Atlantic states **RevPAR** is up 5.0% in 2013 from 2012.
- **Room Supply** was up 1.1% in the state from 2012 to 2013.
  - Nationally, **room supply** is also up 0.7% in 2013 from 2012.
  - The South Atlantic states **room supply** is up 0.3% in 2013 from 2012.
- **Room Demand** was up 2.7% in the state from 2012 to 2013.
  - Nationally, **room demand** is also up 2.2% in 2013 from 2012.
  - The South Atlantic states **room demand** is up 2.2% in 2013 from 2012.
- North Carolina **Room Revenues** were up 5.0% from 2012 to 2013.
  - Nationally, **room revenues** are also up 6.2% in 2013 from 2012.
  - The South Atlantic states **room revenues** are up 5.3% in 2013 from 2012.

### Regional

- **Occupancy** in five of the seven economic development regions of the state was up in 2013 from 2012. The Western Region led the state in occupancy growth with 4.6% growth.
  - Northeast region -0.8%
  - Southeast region +0.1%
  - Eastern region -2.4%
  - Carolinas region +1.5%
  - Triad region +2.6%
  - Triangle region +2.3%
  - Western region +4.6%
- **ADR** in all of the seven regions was up year over year in 2013. The Western Region ADR was up more than five percent from 2012. Even the Carolinas Region, which had tremendous ADR growth in 2012 due to the DNC still posted slightly positive growth in 2013, and is up over eight percent from 2011.
  - Northeast region +2.7%
  - Southeast region +0.9%
  - Eastern region +1.5%
  - Carolinas region +0.4%
  - Triad region +3.4%
  - Triangle region +2.1%
  - Western region +5.2%
- **RevPAR** was up in six of the seven economic development regions of the state in 2013. The Western Region was up nearly ten percent.
  - Northeast region +1.9%
  - Southeast region +1.0%
  - Eastern region -0.9%
  - Carolinas region +1.8%
  - Triad region +6.2%
  - Triangle region +4.5%
  - Western region +10.0%
- **Room Supply** was up in six of the economic development regions in 2013. Eastern Region room supply was up more than two percent. This should be considered when analyzing that region's lower occupancy growth.
  - Northeast region +0.1%
  - Southeast region -0.2%
  - Eastern region +2.1%
  - Carolinas region +1.6%
  - Triad region +0.3%
  - Triangle region +1.7%
  - Western region +0.5%
- **Room Demand** is up four of the economic development regions of the state from 2012 to 2013. In particular, demand in the Western Region was up five percent. The Southeast Region posted flat growth from 2012.
  - Northeast region -0.7%
  - Southeast region 0.0%
  - Eastern region -0.3%
  - Carolinas region +3.1%
  - Triad region +2.9%
  - Triangle region +4.1%
  - Western region +5.1%
- **Room Revenues** were up in all of the economic development regions in 2013. Revenues in the Western Region, in particular, were up more than ten percent.
  - Northeast region +2.0%
  - Southeast region +0.9%
  - Eastern region +1.2%
  - Carolinas region +3.4%
  - Triad region +6.5%
  - Triangle region +6.3%
  - Western region +10.6%