

# February 2010 Monthly Lodging Report (Smith Travel Research)

## Statewide

- Hotel/motel **occupancy** increased 3.1% statewide in February 2010 from February 2009.
  - US **occupancy** was flat (+0.9%) for the month of February 2010.
- February 2010 **room rates (ADR)** in North Carolina were down -3.7%.
  - The US saw a decrease in **ADR** of -4.5% from February 2009 to February 2010.
- Statewide, **RevPAR** was down -0.7%.
  - Nationally, **RevPAR** was also down -3.6% for the month of February.
- North Carolina **room revenues** increased 2.2% in February 2010.
  - Nationally, **room revenues** were down -0.8% from February 2009.
- **Room Demand** increased 6.1% in the state from February 2009 to February 2010.
  - Nationally, **room demand** was up 3.9% from February 2009 to February 2010.
- **Room Supply** increased by 2.9% in the state from February 2009 to February 2010.
  - Nationally, **room supply** was up 2.9% from February 2009 to February 2010.

## Regional

- Six of the seven economic development regions of the state showed increases in **occupancy** rates for February 2010 from February 2009. The Eastern region had small decrease of -1.3%.
  - Northeast region +1.1%
  - Southeast region -2.6%
  - Eastern region -1.3%
  - Carolinas region +7.4%
  - Triad region +3.6%
  - Triangle region +2.3%
  - Western region +3.9%
- One of the seven regions (Western) showed increased **ADR** in February 2010 from February 2009, though it was practically flat.
  - Northeast region -3.1%
  - Southeast region -5.7%
  - Eastern region -1.7%
  - Carolinas region -3.8%
  - Triad region -4.8%
  - Triangle region -5.8%
  - Western region 0.7%
- **RevPAR** was up in two of the seven economic development regions of the state for February 2010 from February 2009. The Carolinas and Western regions had had positive growth in terms of RevPAR. The Southeast Region had an -8.2% decrease, primarily due to the decreased ADR referenced above.
  - Northeast region -2.0%
  - Southeast region -8.2%
  - Eastern region -3.0%
  - Carolinas region +3.4%
  - Triad region -1.4%
  - Triangle region -3.6%
  - Western region +4.6%
- **Room Demand** was up in six of the seven of the economic development regions of the state for February 2010 from February 2009. The Southeast region was down -0.4%.
  - Northeast region +1.1%
  - Southeast region -0.4%
  - Eastern region +0.2%
  - Carolinas region +13.3%
  - Triad region +5.9%
  - Triangle region +4.6%
  - Western region +6.7%
- **Room Supply** was up in six of the seven of the economic development regions of the state for February 2010 from February 2009. The Northeast region supply was flat over this time period.
  - Northeast region 0.0%
  - Southeast region +2.3%
  - Eastern region +1.6%
  - Carolinas region +5.5%
  - Triad region +2.2%
  - Triangle region +2.3%
  - Western region +2.8%

# Year-To-Date (through February 2010) Lodging Report

## Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 1.6% statewide YTD (through February) 2010.
  - The US **occupancy** is up 0.2% YTD (through February) 2010.
  - The South Atlantic states **occupancy** is up 1.1% YTD (through February) 2010.
  
- YTD **room rates (ADR)** in North Carolina are down -4.6%.
  - The US **ADR** is down -5.7% year-to-date
  - The South Atlantic states **ADR** is down -7.1% year-to-date.
  
- Statewide, **RevPAR** is down -3.1% year-to-date.
  - Nationally, **RevPAR** is also down -5.5% year-to-date.
  - The South Atlantic states **RevPAR** is down -6.0% year-to-date.
  
- North Carolina **room revenues** are down -0.3% year-to date.
  - Nationally, **room revenues** are also down -2.7% year-to-date.
  - The South Atlantic states **room revenues** are down -2.8% year-to-date.
  
- **Room Demand** is up 4.5% in the state year-to-date.
  - Nationally, **room demand** is also up 3.2% year-to-date.
  - The South Atlantic states **room demand** is up 4.6% year-to-date.
  
- **Room Supply** is up 2.8% in the state year-to-date.
  - Nationally, **room supply** is also up 2.9% year-to-date.
  - The South Atlantic states **room supply** is up 3.5% year-to-date.

## Regional

- **Occupancy** in five of the seven economic development regions of the state is up year-to-date (through February). The Southeast and Eastern regions have small decreases.
  - Northeast region +1.0%
  - Southeast region -2.2%
  - Eastern region -1.2%
  - Carolinas region +4.0%
  - Triad region +1.2%
  - Triangle region +2.6%
  - Western region +0.7%
- **ADR** in all of the seven regions is down year-to-date through February.
  - Northeast region -3.0%
  - Southeast region -5.8%
  - Eastern region -1.3%
  - Carolinas region -5.6%
  - Triad region -5.0%
  - Triangle region -6.6%
  - Western region -0.5%
- **RevPAR** is down year-to-date in six of the seven economic development regions of the state. The Western Region is just above flat.
  - Northeast region -2.1%
  - Southeast region -7.9%
  - Eastern region -2.5%
  - Carolinas region -1.8%
  - Triad region -3.9%
  - Triangle region -4.2%
  - Western region +0.2%
- **Room Demand** is up or flat in all of the economic development regions of the state year-to-date through February, particularly in the Carolinas (Charlotte) region.
  - Northeast region +1.0%
  - Southeast region 0.0%
  - Eastern region 0.0%
  - Carolinas region +9.4%
  - Triad region +3.4%
  - Triangle region +4.9%
  - Western region +3.4%
- **Room Supply** is up in six of the economic development regions of the state year-to-date through February. The Northeast region supply is flat.
  - Northeast region 0.0%
  - Southeast region +2.3%
  - Eastern region +1.2%
  - Carolinas region +5.2%
  - Triad region +2.2%
  - Triangle region +2.3%
  - Western region +2.7%