

February 2011 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 4.8% statewide in February 2011 from February 2010.
 - The US experienced an increase of 5.2% in **occupancy** for the month of February 2011.
 - The South Atlantic had an increase of 6.2% in **occupancy** in February 2011.
- February 2011 **room rates (ADR)** in North Carolina were up 1.0%.
 - The US saw an increase in **ADR** of 2.5% from February 2010 to February 2011.
 - The South Atlantic states' **ADR** was flat from February 2010 to February 2011.
- Statewide, **RevPAR** was up 5.8%.
 - Nationally, **RevPAR** was up 7.9% for the month of February.
 - **RevPAR** in the South Atlantic states was up 6.2% during this time frame.
- North Carolina **room revenues** increased 7.4% in February 2011.
 - Nationally, **room revenues** were up 8.9% from February 2010
 - South Atlantic states' **room revenues** were up 6.8% from February 2010.
- **Room Demand** increased 6.4% in the state from February 2010 to February 2011.
 - **Room demand** in the US increased by 6.2% in February 2011.
 - **Room demand** in the South Atlantic increased by 6.9% in February 2011.
- **Room Supply** increased by 1.5% in the state from February 2010 to February 2011.
 - **Room supply** in the US increased by 1% from February 2010 to February 2011.
 - **Room supply** in the South Atlantic increased by 0.6% in February 2011.

Regional

- Six of the seven economic development regions of the state showed increases in **occupancy** rates for February 2011 from February 2010. The Northeast Region had a substantial increase of 18.1%.
 - Northeast region +18.1%
 - Southeast region +4.7%
 - Eastern region +8.7%
 - Carolinas region +4.4%
 - Triad region +4.0%
 - Triangle region +6.9%
 - Western region -5.3%
- One of the seven regions (Northeast) showed decreased **ADR** in February 2011 from February 2010, though it was practically flat.
 - Northeast region -0.1%
 - Southeast region +3.6%
 - Eastern region +0.2%
 - Carolinas region +0.9%
 - Triad region +1.0%
 - Triangle region +0.5%
 - Western region +1.7%
- **RevPAR** was up in six of the seven economic development regions of the state for February 2011 from February 2010. The Western Region had a decrease of almost four percent in terms of RevPAR.
 - Northeast region +18.0%
 - Southeast region +8.5%
 - Eastern region +8.9%
 - Carolinas region +5.3%
 - Triad region +5.1%
 - Triangle region +7.3%
 - Western region -3.7%
- **Room Demand** was up in six of the seven of the economic development regions of the state for February 2011 from February 2010. The Western Region was down 5.3%, but three regions had double-digit increases (Northeast, Eastern and Triangle).
 - Northeast region +19.5%
 - Southeast region +7.2%
 - Eastern region +10.1%
 - Carolinas region +5.9%
 - Triad region +4.6%
 - Triangle region +10.1%
 - Western region -5.3%
- **Room Supply** was up in six of the seven of the economic development regions of the state for February 2011 from February 2010. The Western Region supply was flat over this time period.
 - Northeast region +1.1%
 - Southeast region +2.3%
 - Eastern region +1.3%
 - Carolinas region +1.5%
 - Triad region +0.5%
 - Triangle region +3.0%
 - Western region 0.0%

Year-To-Date (through February 2011) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 5.4% statewide YTD (through February) 2011.
 - The US **occupancy** is up 5.4% in 2011 from 2010.
 - The South Atlantic states **occupancy** is up 4.8% in 2011 from 2010.
- YTD **room rates (ADR)** in North Carolina are up 2.0%.
 - The US **ADR** is up 2.7% in 2011 from 2010.
 - The South Atlantic states **ADR** is up 0.2% in 2011 from 2010.
- Statewide, **RevPAR** is up 7.6% year-to-date.
 - Nationally, **RevPAR** is also up 8.3% in 2011 from 2010.
 - The South Atlantic states **RevPAR** is up 5.0% in 2011 from 2010.
- North Carolina **room revenues** are up 9.2% year-to-date.
 - Nationally, **room revenues** are also up 9.4% in 2011 from 2010.
 - The South Atlantic states **room revenues** are up 5.7% in 2011 from 2010.
- **Room Demand** is up +7.0% in the state year-to-date.
 - Nationally, **room demand** is also up 6.5% in 2011 from 2010.
 - The South Atlantic states **room demand** is up 5.5% in 2011 from 2010.
- **Room Supply** is up 1.5% in the state year-to-date.
 - Nationally, **room supply** is also up 1.0% in 2011 from 2010.
 - The South Atlantic states **room supply** is up 0.6% in 2011 from 2010.

Regional

- **Occupancy** in six of the seven economic development regions of the state is up year-to-date (through February). The Western Region is down seven percent from year-to-date 2010.
 - Northeast region +14.3%
 - Southeast region +5.1%
 - Eastern region +9.9%
 - Carolinas region +5.8%
 - Triad region +6.5%
 - Triangle region +7.3%
 - Western region -7.1%
- **ADR** in all of the seven regions is up year-to-date through February.
 - Northeast region +0.5%
 - Southeast region +3.9%
 - Eastern region +0.5%
 - Carolinas region +2.5%
 - Triad region +1.8%
 - Triangle region +1.8%
 - Western region +1.8%
- **RevPAR** is up year-to-date in six of the seven economic development regions of the state. The Western Region is down five percent.
 - Northeast region +14.8%
 - Southeast region +9.2%
 - Eastern region +10.4%
 - Carolinas region +8.4%
 - Triad region +8.4%
 - Triangle region +9.2%
 - Western region -5.4%
- **Room Demand** is up six of the economic development regions of the state year-to-date through February, particularly in the Northeast, Eastern and Triangle regions. The Western Region is down almost seven percent from year-to-date 2010.
 - Northeast region +14.8%
 - Southeast region +7.1%
 - Eastern region +11.7%
 - Carolinas region +7.3%
 - Triad region +7.1%
 - Triangle region +10.5%
 - Western region -6.9%
- **Room Supply** is up in all of the economic development regions year-to-date through February.
 - Northeast region +0.4%
 - Southeast region +1.9%
 - Eastern region +1.6%
 - Carolinas region +1.4%
 - Triad region +0.5%
 - Triangle region +3.0%
 - Western region +0.2%