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%
  - Carolinas region +4.4%
  - Triangle region +6.9%
  - Southeast region +4.7%
  - Triad region +4.0%
  - Western region -5.3%
  - Eastern region +8.7%
- One of the seven regions (Northeast) showed decreased ADR in February 2011 from February 2010, though it was practically flat.
  - Northeast region -0.1%
  - Carolinas region +0.9%
  - Triangle region +0.5%
  - Southeast region +3.6%
  - Triad region +1.0%
  - Western region +1.7%
  - Eastern region +0.2%
- RevPAR was up 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%
  - Carolinas region +5.3%
  - Triangle region +7.3%
  - Southeast region +8.5%
  - Triad region +5.1%
  - Western region -3.7%
  - Eastern region +8.9%
- Room Demand was up 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%
  - Carolinas region +5.9%
  - Triangle region +10.1%
  - Southeast region +7.2%
  - Triad region +4.6%
  - Western region -5.3%
  - Eastern region +10.1%
- Room Supply was up 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%
  - Carolinas region +1.5%
  - Triangle region +3.0%
  - Southeast region +2.3%
  - Triad region +0.5%
  - Western region 0.0%
  - Eastern region +1.3%
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 2010 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%
  - 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%
  - 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%
  - 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%
  - Western region +0.2%