

February 2013 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 0.5% statewide in February 2013 from February 2012.
 - US **occupancy** increased 2.0% in February 2013 from February 2012.
 - South Atlantic states **occupancy** increased 1.5% in February 2013 from February 2012.
- February 2013 **room rates (ADR)** in North Carolina were up 4.3%.
 - **Room rates** in the US increased 4.4% from February 2012.
 - **Room rates** in the South Atlantic states increased 4.6% from February 2012.
- Statewide, **RevPAR** was up 4.8% from February of 2012.
 - US **RevPAR** increased 6.4% from February 2012.
 - South Atlantic **RevPAR** increased 6.2% from February 2012.
- **Room Supply** increased by 1.1% in the state from February 2012 to February 2013.
 - US **room supply** increased 0.7% in February 2013
 - South Atlantic **room supply** was up 0.4% from February 2012 to February 2013.
- **Room Demand** increased 1.6% in the state from February 2012 to February 2013.
 - **Room demand** in the US increased 2.7% in February 2013 from February 2012.
 - **Room demand** in the South Atlantic increased 2.0% in February 2013 from February 2012.
- North Carolina **room revenues** increased 5.9% in February 2013.
 - **Room revenues** in the US increased 7.2% from February 2012 to February 2013.
 - **Room revenues** in the South Atlantic increased 6.6% from February 2012 to February 2013.

Regional

- Four of the seven economic development regions of the state showed increases in **occupancy** rates for February 2013 from February 2012.
 - Northeast region -4.1%
 - Southeast region +0.8%
 - Eastern region -6.1%
 - Carolinas region +2.5%
 - Triad region +1.8%
 - Triangle region -0.6%
 - Western region +2.8%
- All of the seven regions experienced increased **ADR** in February 2013 from February 2012. The Carolinas Region in particular had growth of nearly seven percent from last February.
 - Northeast region +1.6%
 - Southeast region +3.3%
 - Eastern region +0.5%
 - Carolinas region +6.9%
 - Triad region +4.8%
 - Triangle region +2.2%
 - Western region +4.4%
- **RevPAR** was up in five of the seven economic development regions of the state for February 2013 from February 2012. **RevPAR** in the Carolinas Region was up nearly ten percent.
 - Northeast region -2.6%
 - Southeast region +4.0%
 - Eastern region -5.7%
 - Carolinas region +9.6%
 - Triad region +6.7%
 - Triangle region +1.5%
 - Western region +7.4%
- **Room Supply** was up in six of the seven of the economic development regions of the state for February 2013 from February 2012.
 - Northeast region -0.7%
 - Southeast region +0.5%
 - Eastern region +1.7%
 - Carolinas region +1.9%
 - Triad region +0.3%
 - Triangle region +1.1%
 - Western region +0.7%
- **Room Demand** was up in six of the economic development regions of the state for February 2013 from 2012. The Eastern and Carolinas regions each had nearly five percent growth.
 - Northeast region -4.8%
 - Southeast region +1.3%
 - Eastern region +4.5%
 - Carolinas region +4.5%
 - Triad region +2.2%
 - Triangle region +0.5%
 - Western region +3.6%
- **Room Revenues** were up in five of the economic development regions of the state for February 2013 from 2012. The Carolinas and Western regions in particular had positive growth in demand.
 - Northeast region -3.3%
 - Southeast region +4.6%
 - Eastern region -4.1%
 - Carolinas region +11.7%
 - Triad region +7.0%
 - Triangle region +2.7%
 - Western region +8.2%

Year-To-Date (through February 2013) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 1.7% statewide YTD (through February) 2013.
 - The US **occupancy** is up 2.7% in 2013 from 2012.
 - The South Atlantic states **occupancy** is up 2.9% in 2013 from 2012.
- YTD **room rates (ADR)** in North Carolina are up 4.0%.
 - The US **ADR** is up 4.7% in 2013 from 2012.
 - The South Atlantic states **ADR** is up 5.6% in 2013 from 2012.
- Statewide, **RevPAR** is up 5.7% year-to-date.
 - Nationally, **RevPAR** is also up 7.6% in 2013 from 2012.
 - The South Atlantic states **RevPAR** is up 8.7% in 2013 from 2012.
- **Room Supply** is up 1.2% in the state year-to-date.
 - Nationally, **room supply** is also up 0.7% in 2013 from 2012.
 - The South Atlantic states **room supply** is up 0.4% in 2013 from 2012.
- **Room Demand** is up +2.9% in the state year-to-date.
 - Nationally, **room demand** is also up 3.4% in 2013 from 2012.
 - The South Atlantic states **room demand** is up 3.3% in 2013 from 2012.
- North Carolina **room revenues** are up 7.0% year-to date.
 - Nationally, **room revenues** are also up 8.3% in 2013 from 2012.
 - The South Atlantic states **room revenues** are up 9.1% in 2013 from 2012.

Regional

- **Occupancy** in five of the seven economic development regions of the state is up year-to-date (through February).
 - Northeast region -3.3%
 - Southeast region +3.7%
 - Eastern region -4.4%
 - Carolinas region +2.9%
 - Triad region +3.3%
 - Triangle region +0.3%
 - Western region +3.6%
- **ADR** in six of the seven regions is up year-to-date through February. The Eastern Region ADR is slightly below flat year-to-date.
 - Northeast region +0.3%
 - Southeast region +3.1%
 - Eastern region -0.1%
 - Carolinas region +6.6%
 - Triad region +4.5%
 - Triangle region +2.2%
 - Western region +4.0%
- **RevPAR** is up year-to-date in five of the seven economic development regions of the state. The Carolinas Region is up nearly ten percent.
 - Northeast region -2.9%
 - Southeast region +7.0%
 - Eastern region -4.5%
 - Carolinas region +9.7%
 - Triad region +7.9%
 - Triangle region +2.5%
 - Western region +7.7%
- **Room Supply** is up in six of the economic development regions year-to-date through February. Supply is down less than one percent in the Northeast Region from year-to-date last year.
 - Northeast region -0.7%
 - Southeast region +0.6%
 - Eastern region +1.5%
 - Carolinas region +2.3%
 - Triad region +0.3%
 - Triangle region +1.5%
 - Western region +0.7%
- **Room Demand** is up five of the economic development regions of the state year-to-date through February.
 - Northeast region -3.9%
 - Southeast region +4.3%
 - Eastern region -3.0%
 - Carolinas region +5.2%
 - Triad region +3.6%
 - Triangle region +1.8%
 - Western region +4.3%
- **Room Revenues** are up in five of the economic development regions year-to-date through February. Revenues in the Carolinas Region, in particular, are up over twelve percent.
 - Northeast region -3.6%
 - Southeast region +7.6%
 - Eastern region -3.0%
 - Carolinas region +12.2%
 - Triad region +8.3%
 - Triangle region +4.0%
 - Western region +8.5%