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%
  - 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%
  - 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%
  - 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%
  - Western region +1.1%

- 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%
  - 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%
  - 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%
  - 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%
  - 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%
  - 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%
  - 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%
  - Western region +1.8%

- 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%
  - Western region +8.5%