

January 2011 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 6.2% statewide in January 2011 from January 2010.
 - US hotel/motel **occupancy** increased 5.8% in January 2011.
 - South Atlantic states hotel/motel **occupancy** increased 3.4% in January 2011.
- January 2011 **room rates (ADR)** in North Carolina were up 2.9%.
 - US **room rates (ADR)** were up 2.8% in January 2011.
 - South Atlantic states **room rates** were up 0.2% in January 2011.
- Statewide, **RevPAR** was up 9.3% in January 2011.
 - US **RevPAR** was up 8.7% in January 2011
 - South Atlantic states **RevPAR** was up 3.6% in January 2011.
- North Carolina **room revenues** increased 10.9% in January 2011.
 - US **room revenues** increased 10.0% from January 2010 to January 2011.
 - South Atlantic states **room revenues** increased 4.3% in January 2011.
- **Room Demand** increased 7.8% in the state from January 2010 to January 2011.
 - US **room demand** increased 7.0% from January 2010 to January 2011.
 - South Atlantic states **room demand** increased 4.1% in January 2011.
- **Room Supply** increased by 1.5% in the state from January 2010 to January 2011.
 - US **room supply** increased 1.1% from January 2010 to January 2011
 - South Atlantic states **room supply** increase 0.7% in January 2011.

Regional

- Six of the seven economic development regions of the state showed increases in **occupancy** rates for January 2011 from January 2010. The Western Region had a decrease of 9%.
 - Northeast region +9.7%
 - Southeast region +6.0%
 - Eastern region +11.5%
 - Carolinas region +7.1%
 - Triad region +9.4%
 - Triangle region +7.9%
 - Western region -9.0%
- Six of the seven regions showed increased **ADR** in January 2010 from 2009. The Western Region had a slight decrease in room rates.
 - Northeast region +1.1%
 - Southeast region +4.0%
 - Eastern region +0.8%
 - Carolinas region +4.8%
 - Triad region +2.7%
 - Triangle region +3.0%
 - Western region -0.6%
- **RevPAR** was down in only the Western Region of the state for January 2011 from January 2010. All of the other regions had double-digit increases in terms of RevPAR from last year.
 - Northeast region +11.0%
 - Southeast region +10.2%
 - Eastern region +12.4%
 - Carolinas region +12.3%
 - Triad region +12.3%
 - Triangle region +11.1%
 - Western region -9.5%
- **Room Demand** was up in all but the Western Region of the state for January 2011 from January 2010.
 - Northeast region +9.5%
 - Southeast region +7.7%
 - Eastern region +13.6%
 - Carolinas region +8.6%
 - Triad region +10.0%
 - Triangle region +11.1%
 - Western region -8.5%
- **Room Supply** was up in six of the seven of the economic development regions of the state for January 2011 from January 2010. In particular, the Triangle had an increase of three percent (after posting a 4% last January). The Northeast region supply was down just slightly over this time period.
 - Northeast region -0.2%
 - Southeast region +1.6%
 - Eastern region +1.9%
 - Carolinas region +1.4%
 - Triad region +0.5%
 - Triangle region +3.0%
 - Western region +0.4%