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%
  - 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%
  - 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%
  - Western region -11.1%
- 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%
  - 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%
  - Western region +0.4%