

# January 2012 Monthly Lodging Report (Smith Travel Research)

## Statewide

- Hotel/motel **occupancy** increased 2.8% statewide in January 2012 from January 2011.
  - **US occupancy** increased 4.1% in January 2012 from January 2011.
  - South Atlantic states **occupancy** increased 4.4% in January 2012 from January 2011.
- January 2012 **room rates (ADR)** in North Carolina were up 3.0%.
  - **Room rates** in the US increased 3.9% from January 2011.
  - **Room rates** in the South Atlantic states increased 3.6% from January 2011.
- Statewide, **RevPAR** was up 5.9% from January of 2011.
  - **US RevPAR** increased 8.1% from January 2011.
  - South Atlantic **RevPAR** increased 8.1% from January 2011.
- North Carolina **room revenues** increased 6.5% in January 2012.
  - **Room revenues** in the US increased 8.5% from January 2011 to January 2012.
  - **Room revenues** in the South Atlantic increased 8.1% from January 2011 to January 2012.
- **Room Demand** increased 3.4% in the state from January 2011 to January 2012.
  - **Room demand** in the US increased 4.4% in January 2012 from January 2011.
  - **Room demand** in the South Atlantic increased 4.4% in January 2012 from January 2011.
- **Room Supply** increased by 0.6% in the state from January 2011 to January 2012.
  - **US room supply** increased 0.3% in January 2012
  - South Atlantic **room supply** was flat from January 2011 to January 2012.

## Regional

- Six of the seven economic development regions of the state showed increases in **occupancy** rates for January 2012 from January 2011. The Triangle Region occupancy was flat from last January.
  - Northeast region +5.6%
  - Southeast region +0.9%
  - Eastern region +1.9%
  - Carolinas region +3.7%
  - Triad region +3.1%
  - Triangle region 0.0%
  - Western region +10.4%
- Five of the seven regions experienced increased **ADR** in January 2012 from January 2011. The Eastern and Triad regions were flat from last January. ADR in the Northeast Region increased over five percent from last January, followed closely in growth by the Triangle Region (+4.9%).
  - Northeast region +5.4%
  - Southeast region +3.4%
  - Eastern region -0.2%
  - Carolinas region +3.3%
  - Triad region -0.2%
  - Triangle region +4.9%
  - Western region +3.2%
- **RevPAR** was up in all of the seven economic development regions of the state for January 2012 from January 2011.
  - Northeast region +11.4%
  - Southeast region +4.3%
  - Eastern region +1.6%
  - Carolinas region +7.1%
  - Triad region +2.9%
  - Triangle region +4.8%
  - Western region +13.9%
- **Room Demand** was up in all of the economic development regions of the state for January 2012 from 2011. The Western Region in particular had significant growth in demand, with over 13% growth.
  - Northeast region +5.5%
  - Southeast region +2.3%
  - Eastern region +2.1%
  - Carolinas region +3.6%
  - Triad region +2.4%
  - Triangle region +0.7%
  - Western region +13.3%
- **Room Supply** was up in four of the seven of the economic development regions of the state for January 2012 from January 2011, particularly in the Western Region.
  - Northeast region -0.1%
  - Southeast region +1.4%
  - Eastern region +0.3%
  - Carolinas region -0.2%
  - Triad region -0.7%
  - Triangle region +0.8%
  - Western region +2.6%