

# January 2013 Monthly Lodging Report (Smith Travel Research)

## Statewide

- Hotel/motel **occupancy** increased 3.0% statewide in January 2013 from January 2012.
  - US **occupancy** increased 3.6% in January 2013 from January 2012.
  - South Atlantic states **occupancy** increased 4.4% in January 2013 from January 2012.
- January 2013 **room rates (ADR)** in North Carolina were up 3.7%.
  - **Room rates** in the US increased 5.1% from January 2012.
  - **Room rates** in the South Atlantic states increased 6.8% from January 2012.
- Statewide, **RevPAR** was up 6.8% from January of 2012.
  - US **RevPAR** increased 8.8% from January 2012.
  - South Atlantic **RevPAR** increased 11.5% from January 2012.
- **Room Supply** increased by 1.3% in the state from January 2012 to January 2013.
  - US **room supply** increased 0.7% in January 2013
  - South Atlantic **room supply** was up 0.4% from January 2012 to January 2013.
- **Room Demand** increased 4.4% in the state from January 2012 to January 2013.
  - **Room demand** in the US increased 4.3% in January 2013 from January 2012.
  - **Room demand** in the South Atlantic increased 4.8% in January 2013 from January 2012.
- North Carolina **room revenues** increased 8.3% in January 2013.
  - **Room revenues** in the US increased 9.6% from January 2012 to January 2013.
  - **Room revenues** in the South Atlantic increased 11.9% from January 2012 to January 2013.

## Regional

- Five of the seven economic development regions of the state showed increases in **occupancy** rates for January 2013 from January 2012, particularly the Southeast Region (+7%).
  - Northeast region -2.3%
  - Southeast region +7.1%
  - Eastern region -2.3%
  - Carolinas region +3.2%
  - Triad region +4.9%
  - Triangle region +1.4%
  - Western region +4.7%
- Five of the seven regions experienced increased **ADR** in January 2013 from January 2012. ADR in the Carolinas Region increased over six percent from last January, followed by the Triad Region (+4.2%).
  - Northeast region -1.0%
  - Southeast region +3.0%
  - Eastern region -0.7%
  - Carolinas region +6.6%
  - Triad region +4.2%
  - Triangle region +2.2%
  - Western region +3.6%
- **RevPAR** was up in five of the seven economic development regions of the state for January 2013 from January 2012.
  - Northeast region -3.3%
  - Southeast region +10.2%
  - Eastern region -3.0%
  - Carolinas region +10.0%
  - Triad region +9.3%
  - Triangle region +3.7%
  - Western region +8.4%
- **Room Supply** was up in five of the seven of the economic development regions of the state for January 2013 from January 2012, particularly in the Carolinas Region.
  - Northeast region -0.7%
  - Southeast region +0.6%
  - Eastern region +1.4%
  - Carolinas region +2.6%
  - Triad region +0.3%
  - Triangle region +1.8%
  - Western region +0.7%
- **Room Demand** was up in five of the economic development regions of the state for January 2013 from 2012. The Southeast Region in particular had significant growth in demand, with nearly 8% growth, followed by the Carolinas (+5.8%) and Western (+5.3%) regions.
  - Northeast region -3.0%
  - Southeast region +7.7%
  - Eastern region -1.0%
  - Carolinas region +5.8%
  - Triad region +5.3%
  - Triangle region +3.3%
  - Western region +5.3%
- **Room Revenues** were up in five of the economic development regions of the state for January 2013 from 2012. The Carolinas (+13%), Southeast (+11%) and Western (+9%) regions all had significant growth in revenues.
  - Northeast region -4.0%
  - Southeast region +10.9%
  - Eastern region -1.7%
  - Carolinas region +12.8%
  - Triad region +9.7%
  - Triangle region +5.6%
  - Western region +9.2%