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%
  - 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%
  - 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%
  - 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%
  - 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%
  - 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%
  - Western region +9.2%