Smith Travel Research - North Carolina Report
July 2009 Monthly Lodging Report

Statewide
- Hotel/motel occupancy decreased statewide in July 2009 -7.0% from July 2008.
  - The US experienced a decline of -7.3% in occupancy for the month of July 2009.
- July 2009 room rates (ADR) in North Carolina were down -5.1%.
  - The US saw a decrease in ADR of -9.1%.
- Statewide, RevPAR was down -11.7%.
  - Nationally, RevPAR was also down -15.7% for the month of July.
  - Nationally, room revenues were down -13.0% from July 2008
- Room Demand decreased by -4.3% in the state from July 2008 to July 2009.
  - Nationally, room demand was down -4.3% from July 2008 to July 2009.
- Room Supply increased by 2.8% in the state from July 2008 to July 2009.
  - Nationally, room supply was up 3.2% from July 2008 to July 2009.

Regional
- Six of the seven economic development regions of the state showed decreases in occupancy rates for July 2009 from June 2008. The Northeast region occupancy was flat from 2008.
  - Northeast region 0.0%
  - Carolina region -14.8%
  - Triangle region -7.0%
  - Southeast region -3.5%
  - Triad region -1.9%
  - Western region -4.8%
  - Eastern region -6.3%
- Six of the seven regions showed decreased ADR in July 2009 from July 2008. The Northeast region had an increase of 1.0%.
  - Northeast region +1.0%
  - Carolina region -8.4%
  - Triangle region -8.8%
  - Southeast region -3.1%
  - Triad region -3.6%
  - Western region -5.1%
  - Eastern region -0.3%
- RevPAR was down in six of the seven economic development regions of the state for July 2009 from July 2008. The Northeast region RevPAR was up 1.0% from last year.
  - Northeast region +1.0%
  - Carolina region -21.9%
  - Triangle region -15.1%
  - Southeast region -6.5%
  - Triad region -5.5%
  - Western region -9.7%
  - Eastern region -6.6%
- Room Demand was down in only four of the seven of the economic development regions of the state for July 2009 from July 2008. The Northeast and Southeast regions were flat, and for the first time in many months, a region showed increased demand. The Triad Region demand was up 1.4% from 2008.
  - Northeast region 0.0%
  - Carolina region -11.3%
  - Triangle region -5.3%
  - Southeast region 0.0%
  - Triad region +1.4%
  - Western region -2.8%
  - Eastern region -3.5%
- Room Supply was up in six of the seven of the economic development regions of the state for July 2009 from July 2008. The Northeast region supply was flat over this time period.
  - Northeast region 0.0%
  - Carolina region +4.0%
  - Triangle region +1.8%
  - Southeast region +3.6%
  - Triad region +3.5%
  - Western region +2.0%
  - Eastern region +3.0%
Year-To-Date (through July 2009) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel occupancy is down -11.7% statewide YTD (through July) 2009.
  - The US occupancy is down -10.3% YTD (through July) 2009.
  - The South Atlantic states occupancy is down -8.8% (through July) 2009.

- YTD room rates (ADR) in North Carolina are down -5.3%.
  - The US ADR is down -8.8% year-to-date.
  - The South Atlantic states ADR is down -7.2% year-to-date.

- Statewide, RevPAR is down -16.3% year-to-date.
  - Nationally, RevPAR is also down -18.2% year-to-date.
  - The South Atlantic states RevPAR is down -15.3% year-to-date.

- North Carolina room revenues are down -13.9% year-to-date.
  - Nationally, room revenues are also down -15.6% year-to-date.
  - The South Atlantic states room revenues are down -12.5% year-to-date.

- Room Demand is down -9.1% in the state year-to-date.
  - Nationally, room demand is also down -7.5% year-to-date.
  - The South Atlantic states room demand is down -5.8% year-to-date.

- Room Supply is up 2.9% in the state year-to-date.
  - Nationally, room supply is also up +3.2% year-to-date.
  - The South Atlantic states room supply is up +3.3% year-to-date.
Regional

- **Occupancy** in all seven economic development regions of the state is down year-to-date (through July).
  - Northeast region -6.8%
  - Southeast region -9.6%
  - Eastern region -9.1%
  - Carolinas region -16.5%
  - Triad region -11.1%
  - Triangle region -11.4%
  - Western region -9.0%

- **ADR** in six of the seven regions is down year-to-date through July. The Northeast region is up just over a percent from last year.
  - Northeast region +0.3%
  - Southeast region -2.8%
  - Eastern region -0.2%
  - Carolinas region -6.9%
  - Triad region -4.8%
  - Triangle region -7.7%
  - Western region -5.0%

- **RevPAR** is down year-to-date in all of the seven economic development regions of the state.
  - Northeast region -6.5%
  - Southeast region -12.1%
  - Eastern region -9.3%
  - Carolinas region -22.3%
  - Triad region -15.3%
  - Triangle region -18.2%
  - Western region -13.5%

- **Room Demand** is down in all of the economic development regions of the state year-to-date through June.
  - Northeast region -5.2%
  - Southeast region -5.9%
  - Eastern region -5.6%
  - Carolinas region -13.8%
  - Triad region -8.6%
  - Triangle region -9.0%
  - Western region -7.4%

- **Room Supply** is up in all of the economic development regions of the state year-to-date through July.
  - Northeast region +1.7%
  - Southeast region +4.0%
  - Eastern region +3.9%
  - Carolinas region +3.2%
  - Triad region +2.8%
  - Triangle region +2.7%
  - Western region +1.7%