

## July 2011 Monthly Lodging Report (Smith Travel Research)

### Statewide

- Hotel/motel **occupancy** increased 0.1% statewide in July 2011 from July 2010.
  - The US experienced an increase of 2.9% in **occupancy** for the month of July 2011.
  - The South Atlantic had an increase of 2.5% in **occupancy** in July 2011.
- July 2011 **room rates (ADR)** in North Carolina were up 1.1%.
  - The US saw an increase in **ADR** of 3.9% from July 2010 to July 2011.
  - The South Atlantic states' **ADR** was up 3.1% from July 2010 to July 2011.
- Statewide, **RevPAR** was up 1.2% from July of 2010.
  - Nationally, **RevPAR** was up 6.9% for the month of July.
  - **RevPAR** in the South Atlantic states was up 5.7% during this time frame.
- North Carolina **room revenues** increased 1.7% in July 2011.
  - Nationally, **room revenues** were up 7.7% from July 2010
  - South Atlantic states' **room revenues** were up 5.9% from July 2010.
- **Room Demand** increased 0.6% in the state from July 2010 to July 2011.
  - **Room demand** in the US increased by 3.6% in July 2011.
  - **Room demand** in the South Atlantic increased by 2.7% in July 2011.
- **Room Supply** increased by 0.5% in the state from June 2010 to July 2011.
  - **Room supply** in the US increased by 0.7% from July 2010 to July 2011.
  - **Room supply** in the South Atlantic increased by 0.2% in July 2011.

### Regional

- Six of the seven economic development regions of the state showed decreases in **occupancy** rates for July 2011 from July 2010. Only the Carolinas Region had an increase from last July (+4.6%). The Northeast Region was down 3.0% from last July.
  - Northeast region -3.0%
  - Southeast region -1.2%
  - Eastern region -2.0%
  - Carolinas region +4.6%
  - Triad region -0.2%
  - Triangle region -0.3%
  - Western region -2.2%
- Five of the regions experienced increased **ADR** in July 2011 from July 2010. The Triad Region was just under flat growth for the month, and the Southeast Region was down one percent.
  - Northeast region +3.3%
  - Southeast region -1.0%
  - Eastern region +0.4%
  - Carolinas region +1.1%
  - Triad region -0.5%
  - Triangle region +3.0%
  - Western region +2.4%
- **RevPAR** was up in four of the seven economic development regions of the state for July 2011 from July 2010.
  - Northeast region +0.2%
  - Southeast region -2.2%
  - Eastern region -1.6%
  - Carolinas region +5.7%
  - Triad region -0.7%
  - Triangle region +2.7%
  - Western region +0.2%
- **Room Demand** was up in four of the seven of the economic development regions of the state for July 2011 from July 2010. The Carolinas Region was up over four percent.
  - Northeast region -4.9%
  - Southeast region +1.1%
  - Eastern region +0.3%
  - Carolinas region +4.5%
  - Triad region -1.0%
  - Triangle region +0.9%
  - Western region -2.6%
- **Room Supply** was up in three of the seven of the economic development regions of the state for July 2011 from July 2010, particularly in the Southeast and Eastern regions.
  - Northeast region -1.9%
  - Southeast region +2.4%
  - Eastern region +2.3%
  - Carolinas region -0.1%
  - Triad region -0.8%
  - Triangle region +1.3%
  - Western region -0.4%

## Year-To-Date (through July 2011) Lodging Report

### Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 4.2% statewide YTD (through July) 2011.
  - The US **occupancy** is up 4.6% in 2011 from 2010.
  - The South Atlantic states **occupancy** is up 4.6% in 2011 from 2010.
- YTD **room rates (ADR)** in North Carolina are up 2.1%.
  - The US **ADR** is up 3.5% in 2011 from 2010.
  - The South Atlantic states **ADR** is up 2.5% in 2011 from 2010.
- Statewide, **RevPAR** is up 6.4% year-to-date.
  - Nationally, **RevPAR** is also up 8.2% in 2011 from 2010.
  - The South Atlantic states **RevPAR** is up 7.2% in 2011 from 2010.
- North Carolina **room revenues** are up 7.2% year-to date.
  - Nationally, **room revenues** are also up 9.1% in 2011 from 2010.
  - The South Atlantic states **room revenues** are up 7.5% in 2011 from 2010.
- **Room Demand** is up 5.0% in the state year-to-date.
  - Nationally, **room demand** is also up 5.4% in 2011 from 2010.
  - The South Atlantic states **room demand** is up 4.9% in 2011 from 2010.
- **Room Supply** is up 0.8% in the state year-to-date.
  - Nationally, **room supply** is also up 0.8% in 2011 from 2010.
  - The South Atlantic states **room supply** is up 0.4% in 2011 from 2010.

### Regional

- **Occupancy** in six of the seven economic development regions of the state is up year-to-date (through July). The Western Region is down 1.6 percent from year-to-date 2010.
  - Northeast region +2.9%
  - Southeast region +2.4%
  - Eastern region +2.6%
  - Carolinas region +7.1%
  - Triad region +3.4%
  - Triangle region +6.3%
  - Western region -1.6%
- **ADR** in all of the seven regions is up year-to-date through July.
  - Northeast region +2.2%
  - Southeast region +2.6%
  - Eastern region +0.3%
  - Carolinas region +2.9%
  - Triad region +0.7%
  - Triangle region +2.4%
  - Western region +2.7%
- **RevPAR** is up year-to-date in all of the seven economic development regions of the state, particularly in the Carolinas and Triangle regions.
  - Northeast region +5.2%
  - Southeast region +5.0%
  - Eastern region +2.9%
  - Carolinas region +10.1%
  - Triad region +4.1%
  - Triangle region +8.9%
  - Western region +1.1%
- **Room Demand** is up six of the regions of the state year-to-date through July, particularly in the Triangle and Carolinas regions. The Western Region is down 1.8% from year-to-date 2010.
  - Northeast region +0.9%
  - Southeast region +4.4%
  - Eastern region +4.5%
  - Carolinas region +7.7%
  - Triad region +3.2%
  - Triangle region +8.3%
  - Western region -1.8%
- **Room Supply** is up in four of the economic development regions year-to-date through July. The Western and Triad regions have fairly flat supply growth, while the Northeast Region room supply is down two percent.
  - Northeast region -2.0%
  - Southeast region +2.0%
  - Eastern region +1.8%
  - Carolinas region +0.6%
  - Triad region -0.2%
  - Triangle region +1.9%
  - Western region -0.2%