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%
  - Carolina region +4.6%
  - Triad region -0.2%
  - 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%
  - Carolina region +1.1%
  - Triad region -0.5%
  - 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%
  - Carolina region +5.7%
  - Triad region -0.7%
  - 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%
  - Carolina region +4.5%
  - Triad region -1.0%
  - 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%
  - Carolina region -0.1%
  - Triad region -0.8%
  - 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 2010 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%
  - 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%
  - 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%
  - Western region +1.1%
  - Triangle region +8.9%
  - Triangle region +4.1%
  - Western region -1.8%

- 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%
  - 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%
  - Western region -0.2%
  - Triangle region +1.9%