

July 2012 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 0.9% statewide in July 2012 from July 2011.
 - US **occupancy** increased 0.5% in July 2012 from July 2011.
 - South Atlantic states **occupancy** increased 1.2% in July 2012 from July 2011.
- July 2012 **room rates (ADR)** in North Carolina were up 2.9%.
 - **Room rates** in the US increased 3.8% from July 2011.
 - **Room rates** in the South Atlantic states increased 2.9% from July 2011.
- Statewide, **RevPAR** was up 3.8% from July of 2011.
 - US **RevPAR** increased 4.3% from July 2011.
 - South Atlantic **RevPAR** increased 4.2% from July 2011.
- North Carolina **room revenues** increased 4.2% in July 2012.
 - **Room revenues** in the US increased 4.8% from July 2011 to July 2012.
 - **Room revenues** in the South Atlantic increased 4.1% from July 2011 to July 2012.
- **Room Demand** increased 1.3% in the state from July 2011 to July 2012.
 - **Room demand** in the US increased 1.0% in July 2012 from July 2011.
 - **Room demand** in the South Atlantic increased 1.2% in July 2012 from July 2011.
- **Room Supply** increased by 0.4% in the state from July 2011 to July 2012.
 - US **room supply** increased 0.5% in July 2012
 - South Atlantic **room supply** was flat from July 2011 to July 2012.

Regional

- Four of the seven economic development regions of the state showed increases in **occupancy** rates for July 2012 from July 2011.
 - Northeast region -1.4%
 - Southeast region +3.0%
 - Eastern region +1.4%
 - Carolinas region +3.9%
 - Triad region +1.0%
 - Triangle region -2.1%
 - Western region -1.1%
- Five of the seven regions experienced increased **ADR** in July 2012 from July 2011. In particular, the Carolinas Region had **ADR** growth of more than eight percent.
 - Northeast region +1.9%
 - Southeast region -2.3%
 - Eastern region -2.3%
 - Carolinas region +8.5%
 - Triad region +4.0%
 - Triangle region +3.3%
 - Western region +2.4%
- **RevPAR** was up in six of the seven economic development regions of the state for July 2012 from July 2011, particularly in the Carolinas Region (+12.7%).
 - Northeast region +0.5%
 - Southeast region +0.6%
 - Eastern region -0.9%
 - Carolinas region +12.7%
 - Triad region +5.1%
 - Triangle region +1.2%
 - Western region +1.3%
- **Room Demand** was up in three of the economic development regions of the state for July 2012 from July 2011. The Carolinas Region had the largest regional growth in demand with over five percent.
 - Northeast region -1.3%
 - Southeast region +4.0%
 - Eastern region -0.5%
 - Carolinas region +5.4%
 - Triad region +0.9%
 - Triangle region -1.2%
 - Western region -1.6%
- **Room Supply** was up in four of the seven of the economic development regions of the state for July 2012 from July 2011.
 - Northeast region +0.1%
 - Southeast region +1.0%
 - Eastern region -1.8%
 - Carolinas region +1.5%
 - Triad region -0.2%
 - Triangle region +0.9%
 - Western region -0.5%

Year-To-Date (through July 2012) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 3.2% statewide YTD (through July) 2012.
 - The US **occupancy** is up 2.9% in 2012 from 2011.
 - The South Atlantic states **occupancy** is up 2.8% in 2012 from 2011.
- YTD **room rates (ADR)** in North Carolina are up 3.9%.
 - The US **ADR** is up 4.3% in 2012 from 2011.
 - The South Atlantic states **ADR** is up 3.3% in 2012 from 2011.
- Statewide, **RevPAR** is up 7.2% year-to-date.
 - Nationally, **RevPAR** is also up 7.3% in 2012 from 2011.
 - The South Atlantic states **RevPAR** is up 6.1% in 2012 from 2011.
- North Carolina **room revenues** are up 7.7% year-to date.
 - Nationally, **room revenues** are also up 7.7% in 2012 from 2011.
 - The South Atlantic states **room revenues** are up 6.0% in 2012 from 2011.
- **Room Demand** is up 3.7% in the state year-to-date.
 - Nationally, **room demand** is also up 3.2% in 2012 from 2011.
 - The South Atlantic states **room demand** is up 2.7% in 2012 from 2011.
- **Room Supply** is up 0.5% in the state year-to-date.
 - Nationally, **room supply** is up 0.4% in 2012 from 2011.
 - The South Atlantic states **room supply** is down 0.1% in 2012 from 2011.

Regional

- **Occupancy** in six of the seven economic development regions of the state is up year-to-date (through July). The Triangle Region is flat from year-to-date 2011.
 - Northeast region +1.8%
 - Southeast region +2.3%
 - Eastern region +4.3%
 - Carolinas region +3.4%
 - Triad region +7.4%
 - Triangle region -0.2%
 - Western region +5.3%
- **ADR** in six of the seven regions is up year-to-date through July. ADR change in the Eastern Region is down less than one percent.
 - Northeast region +2.0%
 - Southeast region +2.2%
 - Eastern region -0.6%
 - Carolinas region +5.9%
 - Triad region +3.7%
 - Triangle region +4.5%
 - Western region +3.9%
- **RevPAR** is up year-to-date in all of the seven economic development regions of the state. The Triad Region is up over eleven percent and the Carolinas and Western regions are just behind with over nine percent growth.
 - Northeast region +3.8%
 - Southeast region +4.5%
 - Eastern region +3.6%
 - Carolinas region +9.5%
 - Triad region +11.4%
 - Triangle region +4.3%
 - Western region +9.4%
- **Room Demand** is up all of the economic development regions of the state year-to-date through July, particularly in the Triad and Western regions.
 - Northeast region +2.1%
 - Southeast region +3.3%
 - Eastern region +2.7%
 - Carolinas region +4.1%
 - Triad region +7.4%
 - Triangle region +0.9%
 - Western region +6.0%
- **Room Supply** is up in five of the economic development regions year-to-date through July.
 - Northeast region +0.4%
 - Southeast region +1.0%
 - Eastern region -1.5%
 - Carolinas region +0.7%
 - Triad region 0.0%
 - Triangle region +1.1%
 - Western region +0.7%