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%
  - 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%
  - 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%
  - 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%
  - 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%
  - 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 2011 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%
  - Western region +5.3%
  - Triangle region -0.2%

- 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%
  - Western region +3.9%
  - Triangle region +4.5%

- 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%
  - Western region +9.4%
  - Triangle region +4.3%

- 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%
  - Western region +6.0%
  - Triangle region +0.9%

- 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%
  - Western region +0.7%
  - Triangle region +1.1%