

July 2013 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 1.5% statewide in July 2013 from July 2012.
 - US **occupancy** decreased 1.7% in July 2013 from July 2012.
 - South Atlantic states **occupancy** increased 1.0% in July 2013 from July 2012.
- July 2013 **room rates (ADR)** in North Carolina were up 3.0%.
 - **Room rates** in the US increased 4.1% from July 2012.
 - **Room rates** in the South Atlantic states increased 3.0% from July 2012.
- Statewide, **RevPAR** was up 4.6% from July of 2012.
 - US **RevPAR** increased 5.8% from July 2012.
 - South Atlantic **RevPAR** increased 4.0% from July 2012.
- **Room Supply** increased by 1.2% in the state from July 2012 to July 2013.
 - US **room supply** increased 0.8% in July 2013
 - South Atlantic **room supply** was up 0.6% from July 2012 to July 2013.
- **Room Demand** was up 2.8% in the state from July 2012 to July 2013.
 - **Room demand** in the US increased 2.5% in July 2013 from July 2012.
 - **Room demand** in the South Atlantic increased 1.6% in July 2013 from July 2012.
- North Carolina **room revenues** increased 5.9% in July 2013.
 - **Room revenues** in the US increased 6.7% from July 2012 to July 2013.
 - **Room revenues** in the South Atlantic increased 4.6% from July 2012 to July 2013.

Regional

- Five of the seven economic development regions showed increases in **occupancy** rates for July 2013 from July 2012, particularly the Triad Region (+5.2%). The Triangle Region also showed higher than average occupancy growth (+4.0%).
 - Northeast region +3.7%
 - Southeast region -3.1%
 - Eastern region +0.1%
 - Carolinas region -0.6%
 - Triad region +5.2%
 - Triangle region +4.0%
 - Western region +2.8%
- All of the seven regions experienced increased **ADR** in July 2013 from July 2012. The Western Region ADR was up nearly six percent from last July.
 - Northeast region +2.9%
 - Southeast region +1.1%
 - Eastern region +3.4%
 - Carolinas region +3.2%
 - Triad region +4.3%
 - Triangle region +1.4%
 - Western region +5.5%
- **RevPAR** was up in six of the seven economic development regions of the state for July 2013 from July 2012. **RevPAR** was up nearly ten percent in the Triad Region and up over eight percent in the Western Region.
 - Northeast region +6.8%
 - Southeast region -1.9%
 - Eastern region +3.5%
 - Carolinas region +2.6%
 - Triad region +9.7%
 - Triangle region +5.5%
 - Western region +8.5%
- **Room Supply** was up in five of the seven of the economic development regions from July 2012, particularly in the Eastern Region. This increase in supply is affecting lodging occupancy figures both regionally and statewide.
 - Northeast region 0.0%
 - Southeast region -0.4%
 - Eastern region +3.1%
 - Carolinas region +1.7%
 - Triad region +0.5%
 - Triangle region +1.9%
 - Western region +0.8%
- **Room Demand** was up in six of the economic development regions of the state for July 2013 from 2012. Demand in the Triangle was up just over six percent, followed by the Triad by nearly six percent.
 - Northeast region +3.7%
 - Southeast region -3.5%
 - Eastern region +3.2%
 - Carolinas region +1.1%
 - Triad region +5.7%
 - Triangle region +6.1%
 - Western region +3.6%
- **Room Revenues** were up in six of the economic development regions of the state for July 2013 from 2012. The Triad Region had revenue growth of over ten percent from 2012. As well, the Western Region revenues grew nearly ten percent.
 - Northeast region +6.8%
 - Southeast region -2.4%
 - Eastern region +6.7%
 - Carolinas region +4.3%
 - Triad region +10.2%
 - Triangle region +7.5%
 - Western region +9.4%

Year-To-Date (through July 2013) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 1.0% statewide YTD (through July) 2013.
 - The US **occupancy** is up 1.5% in 2013 from 2012.
 - The South Atlantic states **occupancy** is up 1.5% in 2013 from 2012.
- YTD **room rates (ADR)** in North Carolina are up 2.9%.
 - The US **ADR** is up 4.0% in 2013 from 2012.
 - The South Atlantic states **ADR** is up 3.5% in 2013 from 2012.
- Statewide, **RevPAR** is up 4.0% year-to-date.
 - Nationally, **RevPAR** is also up 5.6% in 2013 from 2012.
 - The South Atlantic states **RevPAR** is up 5.0% in 2013 from 2012.
- **Room Supply** is up 1.1% in the state year-to-date.
 - Nationally, **room supply** is also up 0.8% in 2013 from 2012.
 - The South Atlantic states **room supply** is up 0.5% in 2013 from 2012.
- **Room Demand** is up 2.1% in the state year-to-date.
 - Nationally, **room demand** is also up 2.3% in 2013 from 2012.
 - The South Atlantic states **room demand** is up 2.0% in 2013 from 2012.
- North Carolina **room revenues** are up 5.1% year-to date.
 - Nationally, **room revenues** are also up 6.5% in 2013 from 2012.
 - The South Atlantic states **room revenues** are up 5.5% in 2013 from 2012.

Regional

- **Occupancy** in five of the seven economic development regions of the state is up year-to-date (through July), particularly the Western Region (+3.4%).
 - Northeast region -0.3%
 - Southeast region +0.4%
 - Eastern region -2.0%
 - Carolinas region +0.8%
 - Triad region +1.3%
 - Triangle region +1.3%
 - Western region +3.4%
- **ADR** in all of the seven regions is up year-to-date through July. The Western Region ADR is up nearly five percent from 2012 year-to-date.
 - Northeast region +2.3%
 - Southeast region +0.6%
 - Eastern region +1.1%
 - Carolinas region +3.5%
 - Triad region +3.7%
 - Triangle region +2.4%
 - Western region +4.9%
- **RevPAR** is up year-to-date in six of the seven economic development regions of the state. The Western Region is up over eight percent.
 - Northeast region +2.0%
 - Southeast region +1.0%
 - Eastern region -0.9%
 - Carolinas region +4.4%
 - Triad region +5.0%
 - Triangle region +3.7%
 - Western region +8.5%
- **Room Supply** is up in five of the economic development regions year-to-date through July. The effect of supply growth on occupancy is noticeable particularly in the Carolinas and Eastern regions.
 - Northeast region -0.3%
 - Southeast region 0.0%
 - Eastern region +2.1%
 - Carolinas region +2.1%
 - Triad region +0.4%
 - Triangle region +1.2%
 - Western region +0.7%
- **Room Demand** is up six of the economic development regions of the state year-to-date through July.
 - Northeast region -0.6%
 - Southeast region +0.3%
 - Eastern region +0.1%
 - Carolinas region +2.9%
 - Triad region +1.7%
 - Triangle region +2.6%
 - Western region +4.2%
- **Room Revenues** are up in all of the economic development regions year-to-date through July. Revenues in the Western Region, in particular, are up over nine percent.
 - Northeast region +1.7%
 - Southeast region +1.0%
 - Eastern region +1.2%
 - Carolinas region +6.5%
 - Triad region +5.4%
 - Triangle region +5.0%
 - Western region +9.3%