June 2010 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 6.2% statewide in June 2010 from June 2009.
  - US occupancy was up 6.9 percent for the month of June 2010.
- June 2010 room rates (ADR) in North Carolina were down -1.4% from last June.
  - Growth in the US ADR was up 1.0 percent from June 2009 to June 2010.
- Statewide, RevPAR was up 4.7%.
  - Nationally, RevPAR was up 8.0% for the month of June.
- North Carolina room revenues increased 7.4% in June 2010.
  - Nationally, room revenues were up 10.3% from June 2009.
- Room Demand increased 9.0% in the state from June 2009 to June 2010.
  - Nationally, room demand was up 9.2% from June 2009 to June 2010.
- Room Supply increased by 2.6% in the state from June 2009 to June 2010.
  - Nationally, room supply was up 2.1% from June 2009 to June 2010.

Regional
- All of the seven economic development regions of the state showed increases in occupancy rates for June 2010 from June 2009.
  - Northeast region +3.0%
  - Southeast region +9.0%
  - Eastern region +6.0%
  - Carolinas region +6.7%
  - Triad region +7.9%
  - Western region +3.2%
- Three of the seven regions showed increased ADR in June 2010 from June 2009, particularly the Northeast Region with over 5 percent increase in rates.
  - Northeast region 5.4%
  - Southeast region -3.0%
  - Eastern region 0.2%
  - Carolinas region -3.8%
  - Triad region -1.4%
  - Western region 0.7%
- RevPAR was up in all of the seven economic development regions of the state for June 2010 from June 2009.
  - Northeast region +8.5%
  - Southeast region +5.7%
  - Eastern region +6.2%
  - Carolinas region +2.7%
  - Triad region +6.3%
  - Western region +3.9%
- Room Demand was up in all of the seven of the economic development regions of the state for June 2010 from June 2009. The Southeast and Carolinas regions had particularly strong growth in June (+12.1% and +10.7% respectively).
  - Northeast region +2.9%
  - Southeast region +12.1%
  - Eastern region +8.3%
  - Carolinas region +10.7%
  - Triad region +9.1%
  - Western region +5.3%
- Room Supply was up in six of the seven of the economic development regions of the state for June 2010 from June 2009. The Northeast region supply was flat over this time period.
  - Northeast region 0.0%
  - Southeast region +2.9%
  - Eastern region +2.2%
  - Carolinas region +3.7%
  - Triad region +1.1%
  - Western region +1.9%
Year-To-Date (through June 2010) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel occupancy is up 5.3% statewide YTD (through June) 2010.
  - The US occupancy is up 4.4% YTD (through June) 2010.
  - The South Atlantic states occupancy is up 4.2% YTD (through June) 2010.

- YTD room rates (ADR) in North Carolina are down -2.3%.
  - The US ADR is down -2.0% year-to-date
  - The South Atlantic states ADR is down -3.1% year-to-date.

- Statewide, RevPAR is up 2.9% year-to-date.
  - Nationally, RevPAR is up 2.3% year-to-date.
  - The South Atlantic states RevPAR is up 1.0% year-to-date.

- North Carolina room revenues are up 5.7% year-to-date.
  - Nationally, room revenues are up 4.9% year-to-date.
  - The South Atlantic states room revenues are up 3.9% year-to-date.

- Room Demand is up 8.2% in the state year-to-date.
  - Nationally, room demand is also up 7.0% year-to-date.
  - The South Atlantic states room demand is up 7.2% year-to-date.

- Room Supply is up 2.7% in the state year-to-date.
  - Nationally, room supply is also up 2.5% year-to-date.
  - The South Atlantic states room supply is up 2.9% year-to-date.
Regional

- **Occupancy** in all of the seven economic development regions of the state is up year-to-date (through June). The Carolinas Region has the largest increase year-to-date, followed by the Triad and Northeast regions.
  - Northeast region +5.1%
  - Southeast region +4.9%
  - Eastern region +3.6%
  - Carolinas region +8.3%
  - Triad region +5.4%
  - Triangle region +4.1%
  - Western region +2.7%

- **ADR** in two of the seven regions is up year-to-date through June. The Northeast Region is up very over one percent.
  - Northeast region +1.2%
  - Southeast region -3.3%
  - Eastern region -0.2%
  - Carolinas region -3.3%
  - Triad region -2.1%
  - Triangle region -3.6%
  - Western region +0.3%

- **RevPAR** is up year-to-date in all of the seven economic development regions of the state.
  - Northeast region +6.4%
  - Southeast region +1.4%
  - Eastern region +3.4%
  - Carolinas region +4.7%
  - Triad region +3.1%
  - Triangle region +0.3%
  - Western region +3.1%

- **Room Demand** is up in all of the economic development regions of the state year-to-date through June, particularly in the Carolinas (Charlotte) region.
  - Northeast region +5.1%
  - Southeast region +7.8%
  - Eastern region +5.6%
  - Carolinas region +12.9%
  - Triad region +7.0%
  - Triangle region +7.1%
  - Western region +5.3%

- **Room Supply** is up in six of the economic development regions of the state year-to-date through June. The Northeast region supply is flat.
  - Northeast region 0.0%
  - Southeast region +2.8%
  - Eastern region +1.9%
  - Carolinas region +4.3%
  - Triad region +1.6%
  - Triangle region +2.8%
  - Western region +2.5%

The seven economic development regions of North Carolina are as follows:

2 – Eastern (Carteret, Craven, Jones, Onslow, Pamlico, Duplin, Edgecombe, Green, Lenoir, Nash, Pitt, Wayne, Wilson).
3 – Southeast (Brunswick, Columbus, New Hanover, Pender, Bladen, Cumberland, Hoke, Richmond, Robeson, Sampson, Scotland).
5 – Triad (Alamance, Caswell, Guilford, Montgomery, Randolph, Rockingham, Davidson, Davie, Forsyth, Stokes, Surry, Yadkin).
6 – Carolinas (Alexander, Catawba, Cleveland, Iredell, Rowan, Anson, Cabarrus, Gaston, Lincoln, Mecklenburg, Stanly, Union).