

## June 2011 Monthly Lodging Report (Smith Travel Research)

### Statewide

- Hotel/motel **occupancy** increased 4.7% statewide in June 2011 from June 2010.
  - The US experienced an increase of 4.2% in **occupancy** for the month of June 2011.
  - The South Atlantic had an increase of 3.9% in **occupancy** in June 2011.
- June 2011 **room rates (ADR)** in North Carolina were up 1.7%.
  - The US saw an increase in **ADR** of 3.5% from June 2010 to June 2011.
  - The South Atlantic states' **ADR** was up 2.8% from June 2010 to June 2011.
- Statewide, **RevPAR** was up 6.5% from June of 2010.
  - Nationally, **RevPAR** was up 7.8% for the month of June.
  - **RevPAR** in the South Atlantic states was up 6.8% during this time frame.
- North Carolina **room revenues** increased 7.3% in June 2011.
  - Nationally, **room revenues** were up 8.6% from June 2010
  - South Atlantic states' **room revenues** were up 7.1% from June 2010.
- **Room Demand** increased 5.5% in the state from June 2010 to June 2011.
  - **Room demand** in the US increased by 4.9% in June 2011.
  - **Room demand** in the South Atlantic increased by 4.2% in June 2011.
- **Room Supply** increased by 0.8% in the state from June 2010 to June 2011.
  - **Room supply** in the US increased by 0.8% from June 2010 to June 2011.
  - **Room supply** in the South Atlantic increased by 0.3% in June 2011.

### Regional

- Six of the seven economic development regions of the state showed increases in **occupancy** rates for June 2011 from June 2010. The Carolinas Region had the largest increase from last June (+9.9%). The Southeast Region was down 1.6% from last June.
  - Northeast region +4.0%
  - Southeast region -1.6%
  - Eastern region +3.5%
  - Carolinas region +9.9%
  - Triad region +2.8%
  - Triangle region +6.0%
  - Western region +1.8%
- Six of the regions experienced increased **ADR** in June 2011 from June 2010. The Triad Region was just under flat growth for the month.
  - Northeast region +1.5%
  - Southeast region +1.7%
  - Eastern region +0.4%
  - Carolinas region +1.9%
  - Triad region -0.1%
  - Triangle region +3.4%
  - Western region +2.1%
- **RevPAR** was up in six of the seven economic development regions of the state for June 2011 from June 2010. The Southeast Region was just under flat in terms of RevPAR.
  - Northeast region +5.5%
  - Southeast region 0.0%
  - Eastern region +3.9%
  - Carolinas region +12.0%
  - Triad region +2.7%
  - Triangle region +9.6%
  - Western region +3.9%
- **Room Demand** was up in all of the seven of the economic development regions of the state for June 2011 from June 2010. The Carolinas Region was up over ten percent.
  - Northeast region +3.8%
  - Southeast region +0.7%
  - Eastern region +5.8%
  - Carolinas region +11.2%
  - Triad region +1.8%
  - Triangle region +7.1%
  - Western region +1.5%
- **Room Supply** was up in four of the seven of the economic development regions of the state for June 2011 from June 2010, particularly in the Southeast and Eastern regions.
  - Northeast region -0.2%
  - Southeast region +2.4%
  - Eastern region +2.2%
  - Carolinas region +1.1%
  - Triad region -1.0%
  - Triangle region +1.1%
  - Western region -0.3%

## Year-To-Date (through June 2011) Lodging Report

### Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 5.0% statewide YTD (through June) 2011.
  - The US **occupancy** is up 5.0% in 2011 from 2010.
  - The South Atlantic states **occupancy** is up 5.0% in 2011 from 2010.
- YTD **room rates (ADR)** in North Carolina are up 2.2%.
  - The US **ADR** is up 3.3% in 2011 from 2010.
  - The South Atlantic states **ADR** is up 2.3% in 2011 from 2010.
- Statewide, **RevPAR** is up 7.4% year-to-date.
  - Nationally, **RevPAR** is also up 8.5% in 2011 from 2010.
  - The South Atlantic states **RevPAR** is up 7.4% in 2011 from 2010.
- North Carolina **room revenues** are up 8.5% year-to date.
  - Nationally, **room revenues** are also up 9.4% in 2011 from 2010.
  - The South Atlantic states **room revenues** are up 7.9% in 2011 from 2010.
- **Room Demand** is up 6.2% in the state year-to-date.
  - Nationally, **room demand** is also up 5.8% in 2011 from 2010.
  - The South Atlantic states **room demand** is up 5.4% in 2011 from 2010.
- **Room Supply** is up 1.1% 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 June). The Western Region is down 1.4 percent from year-to-date 2010, gaining ground from last month.
  - Northeast region +4.5%
  - Southeast region +3.2%
  - Eastern region +3.6%
  - Carolinas region +7.6%
  - Triad region +4.1%
  - Triangle region +7.6%
  - Western region -1.4%
- **ADR** in all of the seven regions is up year-to-date through June.
  - Northeast region +1.5%
  - Southeast region +3.6%
  - Eastern region +0.3%
  - Carolinas region +2.7%
  - Triad region +0.9%
  - Triangle region +2.2%
  - Western region +2.8%
- **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 +6.1%
  - Southeast region +6.9%
  - Eastern region +3.9%
  - Carolinas region +10.4%
  - Triad region +5.1%
  - Triangle region +10.0%
  - Western region +1.3%
- **Room Demand** is up six of the regions of the state year-to-date through June, particularly in the Triangle and Carolinas regions. The Western Region is down 1.6% from year-to-date 2010.
  - Northeast region +4.3%
  - Southeast region +5.2%
  - Eastern region +5.4%
  - Carolinas region +9.0%
  - Triad region +4.0%
  - Triangle region +9.8%
  - Western region -1.6%
- **Room Supply** is up in four of the economic development regions year-to-date through June. The Western, Triad and Northeast regions have fairly flat supply growth. The Triangle Region has the largest room growth year-to-date with two percent growth.
  - Northeast region -0.2%
  - Southeast region +1.9%
  - Eastern region +1.7%
  - Carolinas region +1.4%
  - Triad region -0.1%
  - Triangle region +2.0%
  - Western region -0.2%