

June 2012 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 4.9% statewide in June 2012 from June 2011.
 - **US occupancy** increased 4.3% in June 2012 from June 2011.
 - South Atlantic states **occupancy** increased 4.2% in June 2012 from June 2011.
- June 2012 **room rates (ADR)** in North Carolina were up 4.0%.
 - **Room rates** in the US increased 5.0% from June 2011.
 - **Room rates** in the South Atlantic states increased 3.2% from June 2011.
- Statewide, **RevPAR** was up 9.0% from June of 2011.
 - **US RevPAR** increased 9.5% from June 2011.
 - South Atlantic **RevPAR** increased 7.5% from June 2011.
- North Carolina **room revenues** increased 9.5% in June 2012.
 - **Room revenues** in the US increased 10.0% from June 2011 to June 2012.
 - **Room revenues** in the South Atlantic increased 7.5% from June 2011 to June 2012.
- **Room Demand** increased 5.3% in the state from June 2011 to June 2012.
 - **Room demand** in the US increased 4.7% in June 2012 from June 2011.
 - **Room demand** in the South Atlantic increased 4.1% in June 2012 from June 2011.
- **Room Supply** increased by 0.4% in the state from June 2011 to June 2012.
 - **US room supply** increased 0.5% in June 2012
 - South Atlantic **room supply** was flat from June 2011 to June 2012.

Regional

- All of the seven economic development regions of the state showed increases in **occupancy** rates for June 2012 from June 2011. In particular, the Triad Region had growth of over thirteen percent
 - Northeast region +1.2%
 - Southeast region +7.6%
 - Eastern region +4.4%
 - Carolinas region +3.7%
 - Triad region +13.2%
 - Triangle region +1.3%
 - Western region +4.5%
- Six of the seven regions experienced increased **ADR** in June 2012 from June 2011. In particular, the Carolinas and Western regions had very positive **ADR** growth. The Eastern Region was down one percent.
 - Northeast region +1.4%
 - Southeast region +2.8%
 - Eastern region -1.1%
 - Carolinas region +6.1%
 - Triad region +6.7%
 - Triangle region +3.2%
 - Western region +5.2%
- **RevPAR** was up in all of the seven economic development regions of the state for June 2012 from June 2011, particularly in the Triad Region (+20.7%).
 - Northeast region +2.6%
 - Southeast region +10.6%
 - Eastern region +3.3%
 - Carolinas region +10.0%
 - Triad region +20.7%
 - Triangle region +4.6%
 - Western region +9.9%
- **Room Demand** was up in all of the economic development regions of the state for June 2012 from June 2011. The Triad and Southeast regions had the largest regional growth in demand.
 - Northeast region +1.4%
 - Southeast region +8.3%
 - Eastern region +2.6%
 - Carolinas region +5.2%
 - Triad region +13.0%
 - Triangle region +2.3%
 - Western region +4.0%
- **Room Supply** was up in four of the seven of the economic development regions of the state for June 2012 from June 2011.
 - Northeast region +0.1%
 - Southeast region +0.7%
 - Eastern region -1.7%
 - Carolinas region +1.5%
 - Triad region -0.2%
 - Triangle region +1.0%
 - Western region -0.5%

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

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 3.8% statewide YTD (through June) 2012.
 - The US **occupancy** is up 3.4% in 2012 from 2011.
 - The South Atlantic states **occupancy** is up 3.1% in 2012 from 2011.
- YTD **room rates (ADR)** in North Carolina are up 4.0%.
 - The US **ADR** is up 4.4% in 2012 from 2011.
 - The South Atlantic states **ADR** is up 3.3% in 2012 from 2011.
- Statewide, **RevPAR** is up 8.0% year-to-date.
 - Nationally, **RevPAR** is also up 8.0% in 2012 from 2011.
 - The South Atlantic states **RevPAR** is up 6.5% in 2012 from 2011.
- North Carolina **room revenues** are up 8.6% year-to date.
 - Nationally, **room revenues** are also up 8.3% in 2012 from 2011.
 - The South Atlantic states **room revenues** are up 6.4% in 2012 from 2011.
- **Room Demand** is up 4.4% in the state year-to-date.
 - Nationally, **room demand** is also up 3.7% in 2012 from 2011.
 - The South Atlantic states **room demand** is up 3.0% in 2012 from 2011.
- **Room Supply** is up 0.5% in the state year-to-date.
 - Nationally, **room supply** is up 0.3% in 2012 from 2011.
 - The South Atlantic states **room supply** is down 0.1% in 2012 from 2011.

Regional

- **Occupancy** in all of the seven economic development regions of the state is up year-to-date (through June). The Western and Triad regions, in particular, are up over seven percent from year-to-date 2011.
 - Northeast region +2.5%
 - Southeast region +2.2%
 - Eastern region +4.9%
 - Carolinas region +3.4%
 - Triad region +8.6%
 - Triangle region +0.6%
 - Western region +7.1%
- **ADR** in six of the seven regions is up year-to-date through June. ADR change in the Eastern Region is flat.
 - Northeast region +1.1%
 - Southeast region +3.2%
 - Eastern region -0.2%
 - Carolinas region +5.4%
 - Triad region +3.6%
 - Triangle region +4.6%
 - Western region +4.6%
- **RevPAR** is up year-to-date in all of the seven economic development regions of the state. The Triad Region is up over twelve percent and the Western Region is just behind with 12% growth.
 - Northeast region +3.7%
 - Southeast region +5.4%
 - Eastern region +4.7%
 - Carolinas region +9.0%
 - Triad region +12.5%
 - Triangle region +5.2%
 - Western region +12.0%
- **Room Demand** is up all of the economic development regions of the state year-to-date through June, particularly in the Triad and Western regions.
 - Northeast region +3.0%
 - Southeast region +3.2%
 - Eastern region +3.4%
 - Carolinas region +3.9%
 - Triad region +8.7%
 - Triangle region +1.8%
 - Western region +8.1%
- **Room Supply** is up in six of the economic development regions year-to-date through June.
 - Northeast region +0.5%
 - Southeast region +1.0%
 - Eastern region -1.4%
 - Carolinas region +0.5%
 - Triad region +0.1%
 - Triangle region +1.2%
 - Western region +0.9%