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%
  - 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%
  - 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 +2.6%
  - Carolinas region +10.0%
  - Triad region +20.7%
  - 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%
  - 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%
  - 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 2011 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 +5.2%
  - 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%
  - **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%
  - **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%
  - Western region +0.9%