

## June 2013 Monthly Lodging Report (Smith Travel Research)

### Statewide

- Hotel/motel **occupancy** was flat statewide in June 2013 from June 2012.
  - US **occupancy** decreased 0.3% in June 2013 from June 2012.
  - South Atlantic states **occupancy** increased 0.4% in June 2013 from June 2012.
- June 2013 **room rates (ADR)** in North Carolina were up 2.5%.
  - **Room rates** in the US increased 3.3% from June 2012.
  - **Room rates** in the South Atlantic states increased 1.8% from June 2012.
- Statewide, **RevPAR** was up 2.5% from June of 2012.
  - US **RevPAR** increased 3.0% from June 2012.
  - South Atlantic **RevPAR** increased 2.3% from June 2012.
- **Room Supply** increased by 1.1% in the state from June 2012 to June 2013.
  - US **room supply** increased 0.8% in June 2013
  - South Atlantic **room supply** was up 0.5% from June 2012 to June 2013.
- **Room Demand** was up 1.0% in the state from June 2012 to June 2013.
  - **Room demand** in the US increased 0.5% in June 2013 from June 2012.
  - **Room demand** in the South Atlantic increased 0.9% in June 2013 from June 2012.
- North Carolina **room revenues** increased 3.6% in June 2013.
  - **Room revenues** in the US increased 3.8% from June 2012 to June 2013.
  - **Room revenues** in the South Atlantic increased 2.8% from June 2012 to June 2013.

### Regional

- Three of the seven economic development regions of the state showed increases in **occupancy** rates for June 2013 from June 2012, particularly the Triangle Region. This was the first year-over-year monthly increase for the Northeast Region in the last year.
  - Northeast region +3.4%
  - Southeast region -2.5%
  - Eastern region -0.1%
  - Carolinas region -1.5%
  - Triad region -3.3%
  - Triangle region +4.3%
  - Western region +0.1%
- Six of the seven regions experienced increased **ADR** in June 2013 from June 2012. The Western Region ADR was up over six percent from last June.
  - Northeast region +1.9%
  - Southeast region -0.7%
  - Eastern region +3.1%
  - Carolinas region +2.3%
  - Triad region +1.1%
  - Triangle region +2.3%
  - Western region +6.1%
- **RevPAR** was up in five of the seven economic development regions of the state for June 2013 from June 2012. **RevPAR** was up nearly seven percent in the Triangle Region and up over six percent in the Western Region.
  - Northeast region +5.3%
  - Southeast region -3.1%
  - Eastern region +3.0%
  - Carolinas region +0.8%
  - Triad region -2.3%
  - Triangle region +6.7%
  - Western region +6.2%
- **Room Supply** was up in five of the seven of the economic development regions of the state for June 2013 from June 2012, particularly in the Carolinas Region.
  - Northeast region 0.0%
  - Southeast region -0.4%
  - Eastern region +3.1%
  - Carolinas region +1.7%
  - Triad region +0.5%
  - Triangle region +1.2%
  - Western region +0.8%
- **Room Demand** was up in five of the economic development regions of the state for June 2013 from 2012.
  - Northeast region +3.4%
  - Southeast region -2.9%
  - Eastern region +3.0%
  - Carolinas region +0.1%
  - Triad region -2.9%
  - Triangle region +5.5%
  - Western region +0.9%
- **Room Revenues** were up in five of the economic development regions of the state for June 2013 from 2012. The Triangle Region had revenue growth of nearly twelve percent from 2012.
  - Northeast region +5.3%
  - Southeast region -3.6%
  - Eastern region +6.2%
  - Carolinas region +2.5%
  - Triad region -1.9%
  - Triangle region +8.0%
  - Western region +7.1%

## Year-To-Date (through June 2013) Lodging Report

### Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 0.9% statewide YTD (through June) 2013.
  - The US **occupancy** is up 1.5% in 2013 from 2012.
  - The South Atlantic states **occupancy** is up 1.6% 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 3.8% year-to-date.
  - Nationally, **RevPAR** is also up 5.6% in 2013 from 2012.
  - The South Atlantic states **RevPAR** is up 5.2% 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 2.0% 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 2.1% in 2013 from 2012.
- North Carolina **room revenues** are up 5.0% year-to date.
  - Nationally, **room revenues** are also up 6.4% in 2013 from 2012.
  - The South Atlantic states **room revenues** are up 5.7% in 2013 from 2012.

### Regional

- **Occupancy** in five of the seven economic development regions of the state is up year-to-date (through June).
  - Northeast region -1.2%
  - Southeast region +1.1%
  - Eastern region -2.5%
  - Carolinas region +1.1%
  - Triad region +0.6%
  - Triangle region +0.9%
  - Western region +3.6%
- **ADR** in all of the seven regions is up year-to-date through June. The Western Region ADR is up nearly five percent from 2012 year-to-date.
  - Northeast region +1.6%
  - Southeast region +0.6%
  - Eastern region +0.5%
  - Carolinas region +3.6%
  - Triad region +3.7%
  - Triangle region +2.5%
  - Western region +4.8%
- **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 +0.3%
  - Southeast region +1.7%
  - Eastern region -1.9%
  - Carolinas region +4.7%
  - Triad region +4.3%
  - Triangle region +3.5%
  - Western region +8.5%
- **Room Supply** is up in five of the economic development regions year-to-date through June.
  - Northeast region -0.4%
  - Southeast region 0.0%
  - Eastern region +2.0%
  - Carolinas region +2.1%
  - Triad region +0.3%
  - Triangle region +1.1%
  - Western region +0.7%
- **Room Demand** is up five of the economic development regions of the state year-to-date through June.
  - Northeast region -1.5%
  - Southeast region +1.1%
  - Eastern region -0.5%
  - Carolinas region +3.2%
  - Triad region +1.0%
  - Triangle region +2.0%
  - Western region +4.3%
- **Room Revenues** are up in five of the economic development regions year-to-date through June. Revenues in the Western Region, in particular, are up over nine percent. The two regions without growth in revenues, Northeast and Eastern, were flat.
  - Northeast region 0.0%
  - Southeast region +1.7%
  - Eastern region 0.0%
  - Carolinas region +6.9%
  - Triad region +4.7%
  - Triangle region +4.6%
  - Western region +9.3%