March 2010 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 7.5% statewide in March 2010 from March 2009.
  - US occupancy was up 5.9 percent for the month of March 2010.

- March 2010 room rates (ADR) in North Carolina were down -2.4%.
  - The US saw a decrease in ADR of -2.0% from March 2009 to March 2010.

- Statewide, RevPAR was up 4.9%.
  - Nationally, RevPAR was up 3.8% for the month of March.

- North Carolina room revenues increased 7.7% in March 2010.
  - Nationally, room revenues were up 6.6% from March 2009.

- Room Demand increased 10.4% in the state from March 2009 to March 2010.
  - Nationally, room demand was up 8.8% from March 2009 to March 2010.

- Room Supply increased by 2.8% in the state from March 2009 to March 2010.
  - Nationally, room supply was up 2.7% from March 2009 to March 2010.

Regional
- All of the seven economic development regions of the state showed increases in occupancy rates for March 2010 from March 2009.
  - Northeast region +6.2%  Carolinas region +11.5%  Triangle region +4.0%
  - Southeast region +10.3%  Triad region +10.0%  Western region +2.3%
  - Eastern region +4.2%

- One of the seven regions (Northeast) showed increased ADR in March 2010 from March 2009, though it was practically flat.
  - Northeast region +0.2%  Carolinas region -3.8%  Triangle region -4.3%
  - Southeast region -2.3%  Triad region -1.0%  Western region -0.1%
  - Eastern region 0.0%

- RevPAR was up in six of the seven economic development regions of the state for March 2010 from March 2009. The Triangle Region was just below flat (-0.4%).
  - Northeast region +6.4%  Carolinas region +7.2%  Triangle region -0.4%
  - Southeast region +7.8%  Triad region +8.9%  Western region +2.3%
  - Eastern region +4.3%

- Room Demand was up in all of the seven of the economic development regions of the state for March 2010 from March 2009. The Southeast and Carolinas regions had particularly strong growth in March.
  - Northeast region +6.2%  Carolinas region +16.2%  Triangle region +6.4%
  - Southeast region +13.5%  Triad region +12.0%  Western region +5.4%
  - Eastern region +6.9%

- Room Supply was up in six of the seven of the economic development regions of the state for March 2010 from March 2009. The Northeast region supply was flat over this time period.
  - Northeast region 0.0%  Carolinas region +4.2%  Triangle region +2.3%
  - Southeast region +2.9%  Triad region +1.8%  Western region +3.0%
  - Eastern region +2.5%
Year-To-Date (through March 2010) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel occupancy is up 3.7% statewide YTD (through March) 2010.
  - The US occupancy is up 2.3% YTD (through March) 2010.
  - The South Atlantic states occupancy is up 5.2% YTD (through March) 2010.

- YTD room rates (ADR) in North Carolina are down -3.7%.
  - The US ADR is down -4.3% year-to-date
  - The South Atlantic states ADR is down -4.9% year-to-date.

- Statewide, RevPAR is down -0.1% year-to-date.
  - Nationally, RevPAR is also down -2.1% year-to-date.
  - The South Atlantic states RevPAR is down -1.9% year-to-date.

- North Carolina room revenues are up 2.7% year-to-date.
  - Nationally, room revenues are up 0.7% year-to-date.
  - The South Atlantic states room revenues are up 1.4% year-to-date.

- Room Demand is up 6.6% in the state year-to-date.
  - Nationally, room demand is also up 5.3% year-to-date.
  - The South Atlantic states room demand is up 6.7% year-to-date.

- Room Supply is up 2.8% in the state year-to-date.
  - Nationally, room supply is also up 2.9% year-to-date.
  - The South Atlantic states room supply is up 3.3% year-to-date.
Regional

- **Occupancy** in all of the seven economic development regions of the state is up year-to-date (through March). The Carolinas and Triad regions have the largest increases year-to-date.
  - Northeast region +3.1%
  - Southeast region +2.3%
  - Eastern region +0.6%
  - Carolinas region +6.7%
  - Triad region +4.8%
  - Triangle region +3.0%
  - Western region +0.9%

- **ADR** in six of the seven regions is down year-to-date through March. The Western Region was flat in terms of ADR growth.
  - Northeast region -1.5%
  - Southeast region -4.4%
  - Eastern region -0.8%
  - Carolinas region -4.9%
  - Triad region -3.2%
  - Triangle region -5.6%
  - Western region +0.1%

- **RevPAR** is up year-to-date in four of the seven economic development regions of the state. The Eastern Region is just below flat.
  - Northeast region +1.6%
  - Southeast region -2.2%
  - Eastern region -0.2%
  - Carolinas region +1.5%
  - Triad region +1.4%
  - Triangle region -2.7%
  - Western region +1.0%

- **Room Demand** is up in all of the economic development regions of the state year-to-date through March, particularly in the Carolinas (Charlotte) region.
  - Northeast region +3.1%
  - Southeast region +4.9%
  - Eastern region +2.3%
  - Carolinas region +11.9%
  - Triad region +6.9%
  - Triangle region +5.4%
  - Western region +3.7%

- **Room Supply** is up in six of the economic development regions of the state year-to-date through March. The Northeast region supply is flat.
  - Northeast region 0.0%
  - Southeast region +2.5%
  - Eastern region +1.7%
  - Carolinas region +4.8%
  - Triad region +2.1%
  - Triangle region +2.3%
  - Western region +2.8%