

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%
 - Southeast region +10.3%
 - Eastern region +4.2%
 - Carolinas region +11.5%
 - Triad region +10.0%
 - Triangle region +4.0%
 - Western region +2.3%
- One of the seven regions (Northeast) showed increased **ADR** in March 2010 from March 2009, though it was practically flat.
 - Northeast region +0.2%
 - Southeast region -2.3%
 - Eastern region 0.0%
 - Carolinas region -3.8%
 - Triad region -1.0%
 - Triangle region -4.3%
 - Western region -0.1%
- **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%
 - Southeast region +7.8%
 - Eastern region +4.3%
 - Carolinas region +7.2%
 - Triad region +8.9%
 - Triangle region -0.4%
 - Western region +2.3%
- **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%
 - Southeast region +13.5%
 - Eastern region +6.9%
 - Carolinas region +16.2%
 - Triad region +12.0%
 - Triangle region +6.4%
 - Western region +5.4%
- **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%
 - Southeast region +2.9%
 - Eastern region +2.5%
 - Carolinas region +4.2%
 - Triad region +1.8%
 - Triangle region +2.3%
 - Western region +3.0%

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 3.2% 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%