

March 2011 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 5.4% statewide in March 2011 from March 2010.
 - The US experienced an increase of 6.1% in **occupancy** for the month of March 2011.
 - The South Atlantic had an increase of 6.3% in **occupancy** in March 2011.
- March 2011 **room rates (ADR)** in North Carolina were up 4.4%. This was the largest year-over-year percent change in **ADR** in nearly three years.
 - The US saw an increase in **ADR** of 3.8% from March 2010 to March 2011.
 - The South Atlantic states' **ADR** was up 2.9% from March 2010 to March 2011.
- Statewide, **RevPAR** was up 8.5% from March of 2010.
 - Nationally, **RevPAR** was up 10.1% for the month of March.
 - **RevPAR** in the South Atlantic states was up 9.3% during this time frame.
- North Carolina **room revenues** increased 11.3% in March 2011.
 - Nationally, **room revenues** were up 11.1% from March 2010
 - South Atlantic states' **room revenues** were up 10.0% from March 2010.
- **Room Demand** increased 6.6% in the state from March 2010 to March 2011.
 - **Room demand** in the US increased by 7.1% in March 2011.
 - **Room demand** in the South Atlantic increased by 6.9% in March 2011.
- **Room Supply** increased by 1.2% in the state from March 2010 to March 2011.
 - **Room supply** in the US increased by 1% from March 2010 to March 2011.
 - **Room supply** in the South Atlantic increased by 0.6% in March 2011.

Regional

- Five of the seven economic development regions of the state showed increases in **occupancy** rates for March 2011 from March 2010. The Carolinas and Triangle regions had a the largest increases from last March.
 - Northeast region -0.1%
 - Southeast region +5.4%
 - Eastern region 0.0%
 - Carolinas region +8.3%
 - Triad region +2.0%
 - Triangle region +8.0%
 - Western region +2.3%
- All seven of the regions experienced increased **ADR** in March 2011 from March 2010.
 - Northeast region +0.4%
 - Southeast region +5.1%
 - Eastern region +0.7%
 - Carolinas region +8.0%
 - Triad region +1.5%
 - Triangle region +2.1%
 - Western region +4.6%
- **RevPAR** was up in all of the seven economic development regions of the state for March 2011 from March 2010. The Southeast, Carolinas and Triangle regions had increases of over ten percent in terms of RevPAR.
 - Northeast region +0.3%
 - Southeast region +10.8%
 - Eastern region +0.7%
 - Carolinas region +17.0%
 - Triad region +3.6%
 - Triangle region +10.2%
 - Western region +7.0%
- **Room Demand** was up in six of the seven of the economic development regions of the state for March 2011 from March 2010. The Northeast Region was down 1.5%.
 - Northeast region -1.5%
 - Southeast region +7.2%
 - Eastern region +0.3%
 - Carolinas region +9.9%
 - Triad region +2.6%
 - Triangle region +11.2%
 - Western region +2.0%
- **Room Supply** was up in five of the seven of the economic development regions of the state for March 2011 from March 2010. The Western Region supply was just short of flat over this time period, and the Northeast Region room supply was down 1.4%.
 - Northeast region -1.4%
 - Southeast region +1.6%
 - Eastern region +0.3%
 - Carolinas region +1.5%
 - Triad region +0.6%
 - Triangle region +3.0%
 - Western region -0.3%

Year-To-Date (through March 2011) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 5.3% statewide YTD (through March) 2011.
 - The US **occupancy** is up 5.7% in 2011 from 2010.
 - The South Atlantic states **occupancy** is up 5.4% in 2011 from 2010.
- YTD **room rates (ADR)** in North Carolina are up 3.0%.
 - The US **ADR** is up 3.1% in 2011 from 2010.
 - The South Atlantic states **ADR** is up 1.3% in 2011 from 2010.
- Statewide, **RevPAR** is up 8.5% year-to-date.
 - Nationally, **RevPAR** is also up 9.0% in 2011 from 2010.
 - The South Atlantic states **RevPAR** is up 6.8% in 2011 from 2010.
- North Carolina **room revenues** are up 10.0% year-to date.
 - Nationally, **room revenues** are also up 10.0% in 2011 from 2010.
 - The South Atlantic states **room revenues** are up 7.4% in 2011 from 2010.
- **Room Demand** is up +6.8% in the state year-to-date.
 - Nationally, **room demand** is also up 6.7% in 2011 from 2010.
 - The South Atlantic states **room demand** is up 6.0% in 2011 from 2010.
- **Room Supply** is up 1.4% in the state year-to-date.
 - Nationally, **room supply** is also up 1.0% in 2011 from 2010.
 - The South Atlantic states **room supply** is up 0.6% in 2011 from 2010.

Regional

- **Occupancy** in six of the seven economic development regions of the state is up year-to-date (through March). The Western Region is down 3.5 percent from year-to-date 2010.
 - Northeast region +8.0%
 - Southeast region +4.7%
 - Eastern region +6.1%
 - Carolinas region +6.7%
 - Triad region +4.5%
 - Triangle region +7.6%
 - Western region -3.5%
- **ADR** in all of the seven regions is up year-to-date through March.
 - Northeast region +0.2%
 - Southeast region +4.6%
 - Eastern region +0.4%
 - Carolinas region +4.7%
 - Triad region +1.6%
 - Triangle region +1.9%
 - Western region +3.0%
- **RevPAR** is up year-to-date in six of the seven economic development regions of the state. The Western Region is down just less than one percent.
 - Northeast region +8.2%
 - Southeast region +9.5%
 - Eastern region +6.5%
 - Carolinas region +11.7%
 - Triad region +6.2%
 - Triangle region +9.6%
 - Western region -0.6%
- **Room Demand** is up six of the economic development regions of the state year-to-date through March, particularly in the Carolinas and Triangle regions. The Western Region is down 3.5% from year-to-date 2010.
 - Northeast region +7.7%
 - Southeast region +6.7%
 - Eastern region +7.3%
 - Carolinas region +8.3%
 - Triad region +5.1%
 - Triangle region +10.8%
 - Western region -3.5%
- **Room Supply** is up in five of the economic development regions year-to-date through March. The Western Region supply is flat, and the Northeast Region is just under flat (-0.2%).
 - Northeast region -0.2%
 - Southeast region +1.8%
 - Eastern region +1.2%
 - Carolinas region +1.4%
 - Triad region +0.5%
 - Triangle region +3.0%
 - Western region +0.0%