March 2012 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 7.4% statewide in March 2012 from March 2011.
  - US occupancy increased 4.0% in March 2012 from March 2011.
  - South Atlantic states occupancy increased 3.9% in March 2012 from March 2011.
- March 2012 room rates (ADR) in North Carolina were up 4.1%.
  - Room rates in the US increased 3.9% from March 2011.
  - Room rates in the South Atlantic states increased 3.5% from March 2011.
- Statewide, RevPAR was up 11.8% from March of 2011.
  - US RevPAR increased 8.0% from March 2011.
  - South Atlantic RevPAR increased 7.5% from March 2011.
- North Carolina room revenues increased 12.5% in March 2012.
  - Room revenues in the US increased 8.3% from March 2011 to March 2012.
  - Room revenues in the South Atlantic increased 7.4% from March 2011 to March 2012.
- Room Demand increased 8.1% in the state from March 2011 to March 2012.
  - Room demand in the US increased 4.3% in March 2012 from March 2011.
  - Room demand in the South Atlantic increased 3.8% in March 2012 from March 2011.
- Room Supply increased by 0.7% in the state from March 2011 to March 2012.
  - US room supply increased 0.3% in March 2012
  - South Atlantic room supply decreased 0.1% from March 2011 to March 2012.

Regional
- All of the seven economic development regions of the state showed increases in occupancy rates for March 2012 from March 2011. In particular, the Northeast, Western and Eastern regions had occupancy growth in the double digits.
  - Northeast region +17.6%
  - Southeast region +2.9%
  - Eastern region +10.8%
  - Carolinas region +8.3%
  - Triad region +9.3%
  - Triangle region +2.2%
  - Western region +13.4%
- Six of the seven regions experienced increased ADR in March 2012 from March 2011. The Easter Region had a slight decrease in ADR from last March.
  - Northeast region +0.7%
  - Southeast region +2.4%
  - Eastern region -1.4%
  - Carolinas region +7.3%
  - Triad region +0.4%
  - Triangle region +4.6%
  - Western region +6.4%
- RevPAR was up in all of the seven economic development regions of the state for March 2012 from March 2011, particularly in the Western Region (+20%).
  - Northeast region +18.5%
  - Southeast region +5.4%
  - Eastern region +9.3%
  - Carolinas region +16.3%
  - Triad region +9.7%
  - Triangle region +6.9%
  - Western region +20.6%
- Room Demand was up in all of the economic development regions of the state for March 2012 from 2011. The Northeast and Western regions in particular had significant growth in demand, with nearly twenty percent growth.
  - Northeast region +19.2%
  - Southeast region +3.6%
  - Eastern region +11.1%
  - Carolinas region +8.0%
  - Triad region +8.5%
  - Triangle region +3.7%
  - Western region +16.3%
- Room Supply was up in five of the seven of the economic development regions of the state for March 2012 from March 2011, particularly in the Western Region.
  - Northeast region +1.4%
  - Southeast region +0.7%
  - Eastern region +0.2%
  - Carolinas region -0.2%
  - Triad region -0.7%
  - Triangle region +1.5%
  - Western region +2.6%
Year-To-Date (through March 2012) Lodging Report
Statewide & Competitive State Comparison

- Hotel/motel occupancy is up 4.7% statewide YTD (through March) 2012.
  - The US occupancy is up 3.8% in 2012 from 2011.
  - The South Atlantic states occupancy is up 3.7% in 2012 from 2011.

- YTD room rates (ADR) in North Carolina are up 3.7%.
  - The US ADR is up 4.0% in 2011 from 2011.
  - The South Atlantic states ADR is up 3.6% in 2012 from 2011.

- Statewide, RevPAR is up 8.6% year-to-date.
  - Nationally, RevPAR is also up 7.9% in 2012 from 2011.
  - The South Atlantic states RevPAR is up 7.4% in 2012 from 2011.

- North Carolina room revenues are up 9.3% year-to date.
  - Nationally, room revenues are also up 8.3% in 2012 from 2011.
  - The South Atlantic states room revenues are up 7.3% in 2012 from 2011.

- Room Demand is up +5.4% in the state year-to-date.
  - Nationally, room demand is also up 4.1% in 2012 from 2011.
  - The South Atlantic states room demand is up 3.6% in 2012 from 2011.

- Room Supply is up 0.7% 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 March). The Western Region, in particular, is up over ten percent from year-to-date 2011.
  - Northeast region +7.7%
  - Southeast region +2.3%
  - Eastern region +5.8%
  - Carolinas region +4.6%
  - Triad region +7.2%
  - Western region +10.4%

- ADR in six of the seven regions is up year-to-date through March. ADR change in the Eastern Region is close to flat.
  - Northeast region +2.6%
  - Southeast region +2.7%
  - Eastern region -0.3%
  - Carolinas region +4.9%
  - Triad region +1.0%
  - Western region +5.1%

- RevPAR is up year-to-date in all of the seven economic development regions of the state. The Western Region is up over sixteen percent.
  - Northeast region +10.5%
  - Southeast region +5.1%
  - Eastern region +5.5%
  - Carolinas region +9.8%
  - Triad region +8.3%
  - Western region +16.2%

- Room Demand is up all of the economic development regions of the state year-to-date through March, particularly in the Western Region (+13.3%).
  - Northeast region +8.7%
  - Southeast region +3.3%
  - Eastern region +6.1%
  - Carolinas region +4.6%
  - Triad region +6.5%
  - Western region +13.3%

- Room Supply is slightly up in five of the economic development regions year-to-date through March.
  - Northeast region +0.9%
  - Southeast region +0.9%
  - Eastern region +0.2%
  - Carolinas region -0.1%
  - Triad region -0.7%
  - Western region +1.2%