March 2013 Monthly Lodging Report (Smith Travel Research)

**Statewide**
- Hotel/motel **occupancy** decreased 1.0% statewide in March 2013 from March 2012.
  - US **occupancy** increased 0.4% in March 2013 from March 2012.
  - South Atlantic states **occupancy** increased 0.8% in March 2013 from March 2012.
- March 2013 **room rates (ADR)** in North Carolina were up 1.3%.
  - **Room rates** in the US increased 4.2% from March 2012.
  - **Room rates** in the South Atlantic states increased 4.6% from March 2012.
- Statewide, **RevPAR** was up 0.3% from March of 2012.
  - US **RevPAR** increased 4.6% from March 2012.
  - South Atlantic **RevPAR** increased 5.4% from March 2012.
- **Room Supply** increased by 1.0% in the state from March 2012 to March 2013.
  - US **room supply** increased 0.8% in March 2013
  - South Atlantic **room supply** was up 0.5% from March 2012 to March 2013.
- **Room Demand** was flat in the state from March 2012 to March 2013.
  - **Room demand** in the US increased 1.2% in March 2013 from March 2012.
  - **Room demand** in the South Atlantic increased 1.3% in March 2013 from March 2012.
- North Carolina **room revenues** increased 1.3% in March 2013.
  - **Room revenues** in the US increased 5.5% from March 2012 to March 2013.
  - **Room revenues** in the South Atlantic increased 5.9% from March 2012 to March 2013.

**Regional**
- Just three of the seven economic development regions of the state showed increases in **occupancy** rates for March 2013 from March 2012.
  - Northeast region -6.0%
  - Southeast region +3.1%
  - Eastern region -2.3%
  - Carolinas region -3.9%
  - Triad region -1.9%
  - Western region +1.3%
  - Triangle region +0.7%
  - Six of the seven regions experienced increased **ADR** in March 2013 from March 2012. Western Region ADR was up four percent from last March.
  - Northeast region +2.9%
  - Southeast region +1.4%
  - Eastern region +0.4%
  - Carolinas region -0.3%
  - Triad region +3.1%
  - Western region +4.0%
  - Triangle region +1.4%
- **RevPAR** was up in four of the seven economic development regions of the state for March 2013 from March 2012. RevPAR in the Western Region was up just over five percent.
  - Northeast region -3.3%
  - Southeast region +4.6%
  - Eastern region -1.9%
  - Carolinas region -4.2%
  - Triad region +1.1%
  - Western region +5.3%
  - Triangle region +2.1%
- **Room Supply** was up in six of the seven of the economic development regions of the state for March 2013 from March 2012.
  - Northeast region -0.8%
  - Southeast region +0.5%
  - Eastern region +1.7%
  - Carolinas region +2.1%
  - Triad region +0.3%
  - Western region +0.7%
  - Triangle region +0.9%
- **Room Demand** was up in three of the economic development regions of the state for March 2013 from 2012.
  - Northeast region -6.7%
  - Southeast region +3.7%
  - Eastern region -0.6%
  - Carolinas region -1.9%
  - Triad region -1.6%
  - Western region +2.0%
  - Triangle region +1.6%
- **Room Revenues** were up in four of the economic development regions of the state for March 2013 from 2012. The Western and Southeast regions in particular had positive growth in demand.
  - Northeast region -4.0%
  - Southeast region +5.2%
  - Eastern region -0.2%
  - Carolinas region -2.2%
  - Triad region +1.4%
  - Western region +6.1%
  - Triangle region +3.0%
Year-To-Date (through March 2013) Lodging Report
Statewide & Competitive State Comparison

- Hotel/motel occupancy is up 0.5% statewide YTD (through March) 2013.
  - The US occupancy is up 1.8% in 2013 from 2012.
  - The South Atlantic states occupancy is up 2.0% in 2013 from 2012.

- YTD room rates (ADR) in North Carolina are up 2.8%.
  - The US ADR is up 4.5% in 2013 from 2012.
  - The South Atlantic states ADR is up 5.2% in 2013 from 2012.

- Statewide, RevPAR is up 3.4% year-to-date.
  - Nationally, RevPAR is also up 6.4% in 2013 from 2012.
  - The South Atlantic states RevPAR is up 7.3% in 2013 from 2012.

- Room Supply is up 1.1% in the state year-to-date.
  - Nationally, room supply is also up 0.7% in 2013 from 2012.
  - The South Atlantic states room supply is up 0.4% in 2013 from 2012.

- Room Demand is up +1.6% in the state year-to-date.
  - Nationally, room demand is also up 2.6% in 2013 from 2012.
  - The South Atlantic states room demand is up 2.4% in 2013 from 2012.

- North Carolina room revenues are up 4.5% year-to-date.
  - Nationally, room revenues are also up 7.2% in 2013 from 2012.
  - The South Atlantic states room revenues are up 7.7% in 2013 from 2012.

Regional

- Occupancy in five of the seven economic development regions of the state is up year-to-date (through March).
  - Northeast region -4.5%
  - Southeast region +3.5%
  - Eastern region -3.6%
  - Carolinas region +0.3%
  - Triad region +1.1%
  - Western region +2.6%

- ADR in six of the seven regions is up year-to-date through March. The Eastern Region ADR is slightly above flat year-to-date.
  - Northeast region +1.4%
  - Southeast region +2.5%
  - Eastern region +0.1%
  - Carolinas region +3.6%
  - Triad region +3.7%
  - Western region +3.9%

- RevPAR is up year-to-date in five of the seven economic development regions of the state. The Carolinas Region is up nearly ten percent.
  - Northeast region -3.1%
  - Southeast region +6.0%
  - Eastern region -3.5%
  - Carolinas region +3.9%
  - Triad region +4.9%
  - Western region +6.7%

- Room Supply is up in six of the economic development regions year-to-date through March.
  - Northeast region -0.7%
  - Southeast region +0.5%
  - Eastern region +1.6%
  - Carolinas region +2.2%
  - Triad region +0.3%
  - Western region +1.1%

- Room Demand is up five of the economic development regions of the state year-to-date through March.
  - Northeast region -5.1%
  - Southeast region +4.0%
  - Eastern region -2.1%
  - Carolinas region +2.4%
  - Triad region +1.4%
  - Western region +3.4%

- Room Revenues are up in five of the economic development regions year-to-date through March. Revenues in the Western Region, in particular, are up over seven percent.
  - Northeast region -3.8%
  - Southeast region +6.6%
  - Eastern region -1.9%
  - Carolinas region +6.1%
  - Triad region +5.2%
  - Western region +7.4%