Statewide & Competitive State Comparison

- Hotel/motel occupancy is down -12.8% statewide YTD (through May) 2009.
  - The US occupancy is down -11.2% YTD (through May) 2009.
  - The South Atlantic states occupancy is down -9.8% (through May) 2009.
  - South Carolina occupancy is down -11.0% (through May) 2009.
  - Virginia occupancy is down -7.4% (through May) 2009.

- YTD room rates (ADR) in North Carolina are down -5.2%.
  - The US ADR is down -8.5% year-to-date
  - The South Atlantic states ADR is down -7.1% year-to-date.
  - South Carolina ADR is down -6.8% year-to-date.
  - Virginia ADR is down -3.4% year-to-date.

- Statewide, RevPAR is down -17.4% year-to-date.
  - Nationally, RevPAR is also down -18.7% year-to-date.
  - The South Atlantic states RevPAR is down -16.3% year-to-date.
  - South Carolina RevPAR is down -17.0% year-to-date.
  - Virginia RevPAR is down -10.6% year-to-date.

- North Carolina room revenues are down -15.5% year-to-date.
  - The South Atlantic states room revenues are down -13.4% year-to-date.
  - South Carolina room revenues are down -15.1% year-to-date.
  - Virginia room revenues are down -7.0% year-to-date.

- Room Demand is down -9.4% in the state year-to-date.
  - The South Atlantic states room demand is down -6.8% year-to-date.
  - South Carolina room demand is down -9.0% year-to-date.
  - Virginia room demand is down -3.7% year-to-date.

- Room Supply is up 3.0% in the state year-to-date.
  - The South Atlantic states room supply is up 3.4% year-to-date.
  - South Carolina room supply is up 2.3% year-to-date.
  - Virginia room supply is up +4.0% year-to-date.
Regional

- **Occupancy** in all seven economic development regions of the state is down year-to-date (through May).
  - Northeast region -7.9%
  - Southeast region -11.6%
  - Eastern region -10.0%
  - Carolinas region -17.5%
  - Triad region -12.5%
  - Triangle region -11.6%
  - Western region -10.7%

- **ADR** in six of the seven regions is up year-to-date through May. The Eastern region ADR was up +0.2% from last May.
  - Northeast region -0.6%
  - Southeast region -2.6%
  - Eastern region +0.2%
  - Carolinas region -6.8%
  - Triad region -4.9%
  - Triangle region -6.9%
  - Western region -4.9%

- **RevPAR** is down year-to-date in all of the seven economic development regions of the state.
  - Northeast region -8.4%
  - Southeast region -13.9%
  - Eastern region -9.8%
  - Carolinas region -23.1%
  - Triad region -16.8%
  - Triangle region -17.7%
  - Western region -15.1%

- **Room Demand** is down in all of the economic development regions of the state year-to-date through May.
  - Northeast region -5.7%
  - Southeast region -8.1%
  - Eastern region -6.0%
  - Carolinas region -15.1%
  - Triad region -10.3%
  - Triangle region -8.9%
  - Western region -9.4%

- **Room Supply** is up in all of the economic development regions of the state year-to-date through May.
  - Northeast region +2.4%
  - Southeast region +4.0%
  - Eastern region +4.5%
  - Carolinas region +3.0%
  - Triad region +2.5%
  - Triangle region +3.0%
  - Western region +1.5%