May 2010 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 8.5% statewide in May 2010 from May 2009.
  - US occupancy was up 7.1 percent for the month of May 2010.
- May 2010 room rates (ADR) in North Carolina were down -1.8% from last May.
  - Growth in the US ADR was flat from May 2009 to May 2010.
- Statewide, RevPAR was up 6.6%.
  - Nationally, RevPAR was up 7.1% for the month of May.
- North Carolina room revenues increased 9.7% in May 2010.
  - Nationally, room revenues were up 9.6% from May 2009.
- Room Demand increased 11.7% in the state from May 2009 to May 2010.
  - Nationally, room demand was up 9.6% from May 2009 to May 2010.
- Room Supply increased by 2.9% in the state from May 2009 to May 2010.
  - Nationally, room supply was up 2.3% from May 2009 to May 2010.

Regional
- All of the seven economic development regions of the state showed increases in occupancy rates for May 2010 from May 2009.
  - Northeast region +9.9%  Carolinas region +12.5%  Triangle region +7.6%
  - Southeast region +8.6%  Triad region +5.3%  Western region +5.3%
  - Eastern region +8.5%
- None of the seven regions showed increased ADR in May 2010 from May 2009, though the Western, Northeast and Eastern regions has less than one percent decline.
  - Northeast region -0.7%  Carolinas region -2.2%  Triangle region -3.0%
  - Southeast region -2.4%  Triad region -1.4%  Western region -0.5%
  - Eastern region -0.4%
- RevPAR was up in all of the seven economic development regions of the state for May 2010 from May 2009.
  - Northeast region +9.1%  Carolinas region +10.1%  Triangle region +4.4%
  - Southeast region +6.0%  Triad region +3.8%  Western region +4.8%
  - Eastern region +8.0%
- Room Demand was up in all of the seven of the economic development regions of the state for May 2010 from May 2009. The Carolinas regions had particularly strong growth in May (+16.9%).
  - Northeast region +9.9%  Carolinas region +16.9%  Triangle region +11.4%
  - Southeast region +11.9%  Triad region +7.4%  Western region +7.7%
  - Eastern region +11.7%
- Room Supply was up in six of the seven of the economic development regions of the state for May 2010 from May 2009. The Northeast region supply was flat over this time period.
  - Northeast region 0.0%  Carolinas region +3.9%  Triangle region +3.6%
  - Southeast region +3.1%  Triad region +2.0%  Western region +2.2%
  - Eastern region +3.0%
Year-To-Date (through May 2010) Lodging Report

Statewide & Competitive State Comparison
- Hotel/motel occupancy is up 5.1% statewide YTD (through May) 2010.
  - The US occupancy is up 3.9% YTD (through May) 2010.
  - The South Atlantic states occupancy is up 3.9% YTD (through May) 2010.

- YTD room rates (ADR) in North Carolina are down -2.5%.
  - The US ADR is down -2.7% year-to-date
  - The South Atlantic states ADR is down -3.5% year-to-date.

- Statewide, RevPAR is up 2.5% year-to-date.
  - Nationally, RevPAR is up 1.1% year-to-date.
  - The South Atlantic states RevPAR is up 0.2% year-to-date.

- North Carolina room revenues are up 5.3% year-to-date.
  - Nationally, room revenues are up 3.7% year-to-date.
  - The South Atlantic states room revenues are up 3.2% year-to-date.

- Room Demand is up 8.0% in the state year-to-date.
  - Nationally, room demand is also up 6.5% year-to-date.
  - The South Atlantic states room demand is up 6.9% year-to-date.

- Room Supply is up 2.8% in the state year-to-date.
  - Nationally, room supply is also up 2.6% year-to-date.
  - The South Atlantic states room supply is up 2.9% year-to-date.
Regional

- **Occupancy** in all of the seven economic development regions of the state is up year-to-date (through May). The Carolinas Region has the largest increase year-to-date, with the Northeast Region following closely.
  - Northeast region +5.7%
  - Southeast region +4.0%
  - Eastern region +3.1%
  - Carolinas region +8.6%
  - Triad region +4.9%
  - Triangle region +3.7%
  - Western region +2.6%

- **ADR** in six of the seven regions is down year-to-date through May. The Western Region was up very slightly terms of ADR growth.
  - Northeast region -0.2%
  - Southeast region -3.5%
  - Eastern region -0.3%
  - Carolinas region -3.2%
  - Triad region -2.2%
  - Triangle region -4.1%
  - Western region +0.2%

- **RevPAR** is up year-to-date in six of the seven economic development regions of the state. The Triangle Region is down less than one percent.
  - Northeast region +5.5%
  - Southeast region +0.3%
  - Eastern region +2.7%
  - Carolinas region +5.1%
  - Triad region +2.6%
  - Triangle region -0.5%
  - Western region +2.8%

- **Room Demand** is up in all of the economic development regions of the state year-to-date through May, particularly in the Carolinas (Charlotte) region.
  - Northeast region +5.6%
  - Southeast region +6.9%
  - Eastern region +5.0%
  - Carolinas region +13.4%
  - Triad region +6.7%
  - Triangle region +6.4%
  - Western region +5.3%

- **Room Supply** is up in six of the economic development regions of the state year-to-date through May. The Northeast region supply is flat.
  - Northeast region 0.0%
  - Southeast region +2.7%
  - Eastern region +1.9%
  - Carolinas region +4.4%
  - Triad region +1.7%
  - Triangle region +2.7%
  - Western region +2.6%

The seven economic development regions of North Carolina are as follows:
2. Eastern (Carteret, Craven, Jones, Onslow, Pamlico, Duplin, Edgecombe, Green, Lenoir, Nash, Pitt, Wayne, Wilson).
3. Southeast (Brunswick, Columbus, New Hanover, Pender, Bladen, Cumberland, Hoke, Richmond, Robeson, Sampson, Scotland).
5. Triad (Alamance, Caswell, Guilford, Montgomery, Randolph, Rockingham, Davidson, Davie, Forsyth, Stokes, Surry, Yadkin).