

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%
 - Southeast region +8.6%
 - Eastern region +8.5%
 - Carolinas region +12.5%
 - Triad region +5.3%
 - Triangle region +7.6%
 - Western region +5.3%
- 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%
 - Southeast region -2.4%
 - Eastern region -0.4%
 - Carolinas region -2.2%
 - Triad region -1.4%
 - Triangle region -3.0%
 - Western region -0.5%
- **RevPAR** was up in all of the seven economic development regions of the state for May 2010 from May 2009.
 - Northeast region +9.1%
 - Southeast region +6.0%
 - Eastern region +8.0%
 - Carolinas region +10.1%
 - Triad region +3.8%
 - Triangle region +4.4%
 - Western region +4.8%
- **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%
 - Southeast region +11.9%
 - Eastern region +11.7%
 - Carolinas region +16.9%
 - Triad region +7.4%
 - Triangle region +11.4%
 - Western region +7.7%
- **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%
 - Southeast region +3.1%
 - Eastern region +3.0%
 - Carolinas region +3.9%
 - Triad region +2.0%
 - Triangle region +3.6%
 - Western region +2.2%

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:

- 1 – Northeast (Bertie, Camden, Chowan, Currituck, Gates, Halifax, Hertford, Northampton, Pasquotank, Perquimans, Beaufort, Dare, Hyde, Martin, Tyrrell, Washington).
- 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).
- 4 – Triangle (Franklin, Harnett, Johnston, Vance, Wake, Warren, Chatham, Durham, Granville, Lee, Moore, Orange, Person).
- 5 – Triad (Alamance, Caswell, Guilford, Montgomery, Randolph, Rockingham, Davidson, Davie, Forsyth, Stokes, Surry, Yadkin).
- 6 – Carolinas (Alexander, Catawba, Cleveland, Iredell, Rowan, Anson, Cabarrus, Gaston, Lincoln, Mecklenburg, Stanly, Union).
- 7 – Western (Alleghany, Ashe, Avery, Buncombe, Burke, Caldwell, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, McDowell, Mitchell, Polk, Rutherford, Swain, Transylvania, Watauga, Wilkes, Yancey).