

## May 2011 Monthly Lodging Report (Smith Travel Research)

### Statewide

- Hotel/motel **occupancy** increased 4.7% statewide in May 2011 from May 2010.
  - The US experienced an increase of 4.6% in **occupancy** for the month of May 2011.
  - The South Atlantic had an increase of 5.3% in **occupancy** in May 2011.
- May 2011 **room rates (ADR)** in North Carolina were up 1.9%.
  - The US saw an increase in **ADR** of 4.0% from May 2010 to May 2011.
  - The South Atlantic states' **ADR** was up 3.8% from May 2010 to May 2011.
- Statewide, **RevPAR** was up 6.7% from May of 2010.
  - Nationally, **RevPAR** was up 8.8% for the month of May.
  - **RevPAR** in the South Atlantic states was up 9.3% during this time frame.
- North Carolina **room revenues** increased 7.6% in May 2011.
  - Nationally, **room revenues** were up 9.6% from May 2010
  - South Atlantic states' **room revenues** were up 9.7% from May 2010.
- **Room Demand** increased 5.6% in the state from May 2010 to May 2011.
  - **Room demand** in the US increased by 5.4% in May 2011.
  - **Room demand** in the South Atlantic increased by 5.6% in May 2011.
- **Room Supply** increased by 0.9% in the state from May 2010 to May 2011.
  - **Room supply** in the US increased by 0.8% from May 2010 to May 2011.
  - **Room supply** in the South Atlantic increased by 0.3% in May 2011.

### Regional

- Five of the seven economic development regions of the state showed increases in **occupancy** rates for May 2011 from May 2010. The Carolinas Region had the largest increases from last May (+8.7%). The Eastern Region was flat from last May.
  - Northeast region +2.1%
  - Southeast region +2.6%
  - Eastern region 0.0%
  - Carolinas region +8.7%
  - Triad region +4.8%
  - Triangle region +7.1%
  - Western region -1.6%
- All of the regions experienced increased **ADR** in May 2011 from May 2010.
  - Northeast region +1.4%
  - Southeast region +4.0%
  - Eastern region +0.6%
  - Carolinas region +1.7%
  - Triad region +0.2%
  - Triangle region +2.9%
  - Western region +1.2%
- **RevPAR** was up in six of the seven economic development regions of the state for May 2011 from May 2010. The was just under flat in terms of RevPAR.
  - Northeast region +3.5%
  - Southeast region +6.7%
  - Eastern region +0.5%
  - Carolinas region +10.6%
  - Triad region +5.0%
  - Triangle region +10.3%
  - Western region -0.4%
- **Room Demand** was up in six of the seven of the economic development regions of the state for May 2011 from May 2010. The Carolinas Region was up over ten percent.
  - Northeast region +1.9%
  - Southeast region +5.1%
  - Eastern region +2.2%
  - Carolinas region +10.2%
  - Triad region +3.8%
  - Triangle region +8.6%
  - Western region -1.9%
- **Room Supply** was up in four of the seven of the economic development regions of the state for May 2011 from May 2010, particularly in the Southeast and Eastern regions.
  - Northeast region -0.2%
  - Southeast region +2.4%
  - Eastern region +2.2%
  - Carolinas region +1.3%
  - Triad region -1.0%
  - Triangle region +1.3%
  - Western region -0.4%

## Year-To-Date (through May 2011) Lodging Report

### Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 5.1% statewide YTD (through May) 2011.
  - The US **occupancy** is up 5.2% in 2011 from 2010.
  - The South Atlantic states **occupancy** is up 5.3% in 2011 from 2010.
- YTD **room rates (ADR)** in North Carolina are up 2.4%.
  - The US **ADR** is up 3.3% in 2011 from 2010.
  - The South Atlantic states **ADR** is up 2.2% in 2011 from 2010.
- Statewide, **RevPAR** is up 7.6% year-to-date.
  - Nationally, **RevPAR** is also up 8.7% in 2011 from 2010.
  - The South Atlantic states **RevPAR** is up 7.6% in 2011 from 2010.
- North Carolina **room revenues** are up 8.9% year-to date.
  - Nationally, **room revenues** are also up 9.6% in 2011 from 2010.
  - The South Atlantic states **room revenues** are up 8.1% in 2011 from 2010.
- **Room Demand** is up 6.3% in the state year-to-date.
  - Nationally, **room demand** is also up 6.1% in 2011 from 2010.
  - The South Atlantic states **room demand** is up 5.8% in 2011 from 2010.
- **Room Supply** is up 1.1% in the state year-to-date.
  - Nationally, **room supply** is also up 0.8% in 2011 from 2010.
  - The South Atlantic states **room supply** is up 0.5% in 2011 from 2010.

### Regional

- **Occupancy** in six of the seven economic development regions of the state is up year-to-date (through May). The Western Region is down 2.3 percent from year-to-date 2010.
  - Northeast region +4.5%
  - Southeast region +4.4%
  - Eastern region +3.8%
  - Carolinas region +7.1%
  - Triad region +4.5%
  - Triangle region +8.1%
  - Western region -2.3%
- **ADR** in all of the seven regions is up year-to-date through May.
  - Northeast region +1.5%
  - Southeast region +4.3%
  - Eastern region +0.3%
  - Carolinas region +2.8%
  - Triad region +1.1%
  - Triangle region +1.9%
  - Western region +2.9%
- **RevPAR** is up year-to-date in all of the seven economic development regions of the state, particularly in the Carolinas and Triangle regions.
  - Northeast region +6.1%
  - Southeast region +8.9%
  - Eastern region +4.1%
  - Carolinas region +10.1%
  - Triad region +5.6%
  - Triangle region +10.1%
  - Western region +0.5%
- **Room Demand** is up six of the economic development regions of the state year-to-date through May, particularly in the Triangle Region. The Western Region is down 2.4% from year-to-date 2010.
  - Northeast region +4.3%
  - Southeast region +6.2%
  - Eastern region +5.5%
  - Carolinas region +8.6%
  - Triad region +4.5%
  - Triangle region +10.4%
  - Western region -2.4%
- **Room Supply** is up in five of the economic development regions year-to-date through May. The Western Region and the Northeast Region supply both are just under flat. The Triangle Region has the largest room growth year-to-date with over two percent growth.
  - Northeast region -0.2%
  - Southeast region +1.8%
  - Eastern region +1.6%
  - Carolinas region +1.4%
  - Triad region +0.1%
  - Triangle region +2.2%
  - Western region -0.1%