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%
  - Carolina Region +8.7%
  - 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%
  - Carolina Region +1.7%
  - 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%
  - Carolina Region +10.6%
  - 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%
  - Carolina Region +10.2%
  - 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%
  - Carolina Region +1.3%
  - 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.
  o The US occupancy is up 5.2% in 2010 from 2010.
  o The South Atlantic states occupancy is up 5.3% in 2011 from 2010.
• YTD room rates (ADR) in North Carolina are up 2.4%.
  o The US ADR is up 3.3% in 2011 from 2010.
  o The South Atlantic states ADR is up 2.2% in 2011 from 2010.
• Statewide, RevPAR is up 7.6% year-to-date.
  o Nationally, RevPAR is also up 8.7% in 2011 from 2010.
  o The South Atlantic states RevPAR is up 7.6% in 2011 from 2010.
• North Carolina room revenues are up 8.9% year-to-date.
  o Nationally, room revenues are also up 9.6% in 2011 from 2010.
  o 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.
  o Nationally, room demand is also up 6.1% in 2011 from 2010.
  o 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.
  o Nationally, room supply is also up 0.8% in 2011 from 2010.
  o 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.
  o Northeast region +4.5%  o Carolinas region +7.1%  o Triangle region +8.1%
  o Southeast region +4.4%  o Triad region +4.5%  o Western region -2.3%
  o Eastern region +3.8%
• ADR in all of the seven regions is up year-to-date through May.
  o Northeast region +1.5%  o Carolinas region +2.8%  o Triangle region +1.9%
  o Southeast region +4.3%  o Triad region +1.1%  o Western region +2.9%
  o Eastern region +0.3%
• RevPAR is up year-to-date in all of the seven economic development regions of the state, particularly in the Carolinas and Triangle regions.
  o Northeast region +6.1%  o Carolinas region +10.1%  o Triangle region +10.1%
  o Southeast region +8.9%  o Triad region +5.6%  o Western region +0.5%
  o Eastern region +4.1%
• 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.
  o Northeast region +4.3%  o Carolinas region +8.6%  o Triangle region +10.4%
  o Southeast region +6.2%  o Triad region +4.5%  o Western region -2.4%
  o Eastern region +5.5%
• 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.
  o Northeast region -0.2%  o Carolinas region +1.4%  o Triangle region +2.2%
  o Southeast region +1.8%  o Triad region +0.1%  o Western region -0.1%
  o Eastern region +1.6%