May 2012 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel occupancy increased 3.3% statewide in May 2012 from May 2011.
  - US occupancy increased 3.6% in May 2012 from May 2011.
  - South Atlantic states occupancy increased 3.2% in May 2012 from May 2011.

- May 2012 room rates (ADR) in North Carolina were up 4.1%.
  - Room rates in the US increased 3.9% from May 2011.
  - Room rates in the South Atlantic states increased 2.5% from May 2011.

- Statewide, RevPAR was up 7.5% from May of 2011.
  - US RevPAR increased 7.7% from May 2011.
  - South Atlantic RevPAR increased 5.8% from May 2011.

- North Carolina room revenues increased 8.0% in May 2012.
  - Room revenues in the US increased 8.1% from May 2011 to May 2012.
  - Room revenues in the South Atlantic increased 5.7% from May 2011 to May 2012.

- Room Demand increased 3.8% in the state from May 2011 to May 2012.
  - Room demand in the US increased 4.0% in May 2012 from May 2011.
  - Room demand in the South Atlantic increased 3.0% in May 2012 from May 2011.

- Room Supply increased by 0.5% in the state from May 2011 to May 2012.
  - US room supply increased 0.4% in May 2012
  - South Atlantic room supply decreased 0.1% from May 2011 to May 2012.

Regional

- Six of the seven economic development regions of the state showed increases in occupancy rates for May 2012 from May 2011. In particular, the Triad and Western regions had above average occupancy growth.
  - Northeast region -2.7%
  - Southeast region +0.9%
  - Eastern region +2.2%
  - Carolinas region +1.9%
  - Triad region +7.9%
  - Western region +9.3%

- All of the seven regions experienced increased ADR in May 2012 from May 2011. In particular, the Carolinas and Western regions had very positive ADR growth.
  - Northeast region +0.1%
  - Southeast region +3.9%
  - Eastern region +0.4%
  - Carolinas region +5.7%
  - Triad region +4.2%
  - Western region +5.0%

- RevPAR was up in six of the seven economic development regions of the state for May 2012 from May 2011, particularly in the Western Region (+15%).
  - Northeast region -2.6%
  - Southeast region +4.8%
  - Eastern region +2.7%
  - Carolinas region +7.7%
  - Triad region +12.4%
  - Western region +14.7%

- Room Demand was up in six of the economic development regions of the state for May 2012 from May 2011. The Western and Triad regions had the largest regional growth in demand, with over eight percent growth each.
  - Northeast region -2.6%
  - Southeast region +1.6%
  - Eastern region +0.5%
  - Carolinas region +2.9%
  - Triad region +8.6%
  - Western region +8.8%

- Room Supply was up in five of the seven of the economic development regions of the state for May 2012 from May 2011.
  - Northeast region +0.1%
  - Southeast region +0.7%
  - Eastern region -1.7%
  - Carolinas region +1.0%
  - Triad region +0.7%
  - Western region +1.4%
Regional

**Occupancy** in all of the seven economic development regions of the state is up year-to-date (through May). The Western and Triad regions, in particular, are up over seven percent from year-to-date 2011.
- Northeast region +2.9%
- Southeast region +1.0%
- Eastern region +5.0%
- Carolinas region +3.2%
- Triad region +7.6%
- Western region +8.1%
- Triangle region +0.5%
- Carolinas region +5.3%
- Triad region +3.0%
- Western region +4.8%
- Carolinas region +8.7%
- Triad region +10.9%
- Western region +12.9%
- Triangle region +5.4%
- Carolinas region +3.6%
- Triad region +7.8%
- Western region +9.3%
- Triangle region +1.8%
- Carolinas region +0.3%
- Triad region +0.1%
- Western region +1.2%

**Room Supply** is up in six of the economic development regions year-to-date through May.
- Northeast region +0.5%
- Southeast region +1.1%
- Eastern region -1.4%
- Carolinas region +0.3%
- Triad region +0.1%
- Western region +1.2%