

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%
 - Triangle region +1.7%
 - 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%
 - Triangle region +4.0%
 - 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%
 - Triangle region +5.8%
 - 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%
 - Triangle region +3.1%
 - 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%
 - Triangle region +1.4%
 - Western region -0.5%

Year-To-Date (through May 2012) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 3.6% statewide YTD (through May) 2012.
 - The US **occupancy** is up 3.2% in 2012 from 2011.
 - The South Atlantic states **occupancy** is up 2.8% in 2012 from 2011.
- YTD **room rates (ADR)** in North Carolina are up 3.9%.
 - The US **ADR** is up 4.2% in 2012 from 2011.
 - The South Atlantic states **ADR** is up 3.3% in 2012 from 2011.
- Statewide, **RevPAR** is up 7.7% year-to-date.
 - Nationally, **RevPAR** is also up 7.5% in 2012 from 2011.
 - The South Atlantic states **RevPAR** is up 6.2% in 2012 from 2011.
- North Carolina **room revenues** are up 8.3% year-to date.
 - Nationally, **room revenues** are also up 7.9% in 2012 from 2011.
 - The South Atlantic states **room revenues** are up 6.1% in 2012 from 2011.
- **Room Demand** is up 4.2% in the state year-to-date.
 - Nationally, **room demand** is also up 3.5% in 2012 from 2011.
 - The South Atlantic states **room demand** is up 2.7% in 2012 from 2011.
- **Room Supply** is up 0.5% in the state year-to-date.
 - Nationally, **room supply** is up 0.3% in 2012 from 2011.
 - The South Atlantic states **room supply** is down 0.1% in 2012 from 2011.

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%
 - Triangle region +0.5%
 - Western region +8.1%
- **ADR** in six of the seven regions is up year-to-date through May. ADR change in the Eastern Region is flat.
 - Northeast region +1.2%
 - Southeast region +3.1%
 - Eastern region 0.0%
 - Carolinas region +5.3%
 - Triad region +3.0%
 - Triangle region +4.8%
 - Western region +4.5%
- **RevPAR** is up year-to-date in all of the seven economic development regions of the state. The Western Region is up nearly thirteen percent.
 - Northeast region +4.1%
 - Southeast region +4.2%
 - Eastern region +5.0%
 - Carolinas region +8.7%
 - Triad region +10.9%
 - Triangle region +5.4%
 - Western region +12.9%
- **Room Demand** is up all of the economic development regions of the state year-to-date through May, particularly in the Western Region (+9.3%).
 - Northeast region +3.5%
 - Southeast region +2.1%
 - Eastern region +3.6%
 - Carolinas region +3.6%
 - Triad region +7.8%
 - Triangle region +1.8%
 - Western region +9.3%
- **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%
 - Triangle region +1.2%
 - Western region +1.2%