

November 2009 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** decreased -2.5% statewide in November 2009 from November 2008.
 - The US experienced a decline of -4.3% in **occupancy** for the month of November 2009.
- November 2009 **room rates (ADR)** in North Carolina were down -4.6%.
 - The US saw a decrease in **ADR** of -8.3% from November 2008 to November 2009.
- Statewide, **RevPAR** was down -6.9%.
 - Nationally, **RevPAR** was also down -12.3% for the month of November.
- North Carolina **room revenues** decreased -4.2% in November 2009.
 - Nationally, **room revenues** were down -9.5% from November 2008
- **Room Demand** increased 0.4% in the state from November 2008 to November 2009.
 - Nationally, **room demand** was down -1.3% from November 2008 to November 2009.
- **Room Supply** increased by 3.0% in the state from November 2008 to November 2009.
 - Nationally, **room supply** was up 3.1% from November 2008 to November 2009.

Regional

- Five of the seven economic development regions of the state showed decreases in **occupancy** rates for November 2009 from November 2008. The Northeast and Carolinas regions had an increase of over 3%.
 - Northeast region +3.3%
 - Southeast region -8.0%
 - Eastern region -1.6%
 - Carolinas region +3.1%
 - Triad region -8.1%
 - Triangle region -0.9%
 - Western region -7.3%
- None of the seven regions showed increased **ADR** in November 2009 from November 2008, though the Eastern Region was flat.
 - Northeast region -1.1%
 - Southeast region -5.4%
 - Eastern region -0.1%
 - Carolinas region -4.1%
 - Triad region -4.3%
 - Triangle region -8.2%
 - Western region -2.5%
- **RevPAR** was down in six of the seven economic development regions of the state for November 2009 from November 2008. The Triad and Southeast regions had particularly difficult Novembers in terms of RevPAR. The Northeast Region had a +2.2% increase, due to the increased occupancy referenced above.
 - Northeast region +2.2%
 - Southeast region -13.0%
 - Eastern region -1.7%
 - Carolinas region -1.1%
 - Triad region -12.0%
 - Triangle region -9.0%
 - Western region -9.6%
- **Room Demand** was up in three of the seven of the economic development regions of the state for November 2009 from November 2008.
 - Northeast region +3.3%
 - Southeast region -5.1%
 - Eastern region -1.2%
 - Carolinas region +8.5%
 - Triad region -6.1%
 - Triangle region +2.2%
 - Western region -5.0%
- **Room Supply** was up in six of the seven of the economic development regions of the state for November 2009 from November 2008. In particular, the Carolinas region had an increase of over five percent, further causing occupancy to drop. The Northeast region supply was flat over this time period.
 - Northeast region 0.0%
 - Southeast region +3.1%
 - Eastern region +0.4%
 - Carolinas region +5.2%
 - Triad region +2.2%
 - Triangle region +3.1%
 - Western region +2.5%

Year-To-Date (through November 2009) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is down -9.5% statewide YTD (through November) 2009.
 - The US **occupancy** is down -9.1% YTD (through November) 2009.
 - The South Atlantic states **occupancy** is down -7.3% YTD (through November) 2009.

- YTD **room rates (ADR)** in North Carolina are down -5.6%.
 - The US **ADR** is down -9.0% year-to-date
 - The South Atlantic states **ADR** is down -7.6% year-to-date.

- Statewide, **RevPAR** is down -14.5% year-to-date.
 - Nationally, **RevPAR** is also down -17.3% year-to-date.
 - The South Atlantic states **RevPAR** is down -14.3% year-to-date.

- North Carolina **room revenues** are down -12.1% year-to date.
 - Nationally, **room revenues** are also down -14.7% year-to-date.
 - The South Atlantic states **room revenues** are down -11.4% year-to-date.

- **Room Demand** is down -6.9% in the state year-to-date.
 - Nationally, **room demand** is also down -6.2% year-to-date.
 - The South Atlantic states **room demand** is down -4.1% year-to-date.

- **Room Supply** is up 2.9% in the state year-to-date.
 - Nationally, **room supply** is also up +3.2% year-to-date.
 - The South Atlantic states **room supply** is up +3.4% year-to-date.

Regional

- **Occupancy** in all seven economic development regions of the state is down year-to-date (through November). The Carolinas and Triad regions have double-digit decreases.
 - Northeast region -2.8%
 - Southeast region -8.4%
 - Eastern region -6.4%
 - Carolinas region -13.5%
 - Triad region -10.5%
 - Triangle region -8.4%
 - Western region -8.0%
- **ADR** in all of the seven regions is down year-to-date through November. Because of a *relatively* good fall, the Northeast and Eastern regions ADR are down a little under flat in terms of change in ADR.
 - Northeast region -0.3%
 - Southeast region -3.3%
 - Eastern region -0.2%
 - Carolinas region -7.5%
 - Triad region -5.5%
 - Triangle region -8.5%
 - Western region -4.1%
- **RevPAR** is down year-to-date in all of the seven economic development regions of the state.
 - Northeast region -3.1%
 - Southeast region -11.4%
 - Eastern region -6.6%
 - Carolinas region -20.0%
 - Triad region -15.4%
 - Triangle region -16.3%
 - Western region -11.8%
- **Room Demand** is down in all of the economic development regions of the state year-to-date through November, particularly in the Carolinas (Charlotte) region.
 - Northeast region -1.8%
 - Southeast region -5.2%
 - Eastern region -4.1%
 - Carolinas region -10.3%
 - Triad region -8.0%
 - Triangle region -6.0%
 - Western region -5.9%
- **Room Supply** is up in all of the economic development regions of the state year-to-date through November.
 - Northeast region +1.1%
 - Southeast region +3.5%
 - Eastern region +2.5%
 - Carolinas region +3.7%
 - Triad region +2.8%
 - Triangle region +2.7%
 - Western region +2.3%