November 2010 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 9.4% statewide in November 2010 from November 2009.
  - US occupancy was up 9.0% for the month of November 2010.
- November 2010 room rates (ADR) in North Carolina were up 1.3% from last November.
  - Growth in the US ADR was up 2.5% from November 2009 to November 2010.
- Statewide, RevPAR was up 10.7% from November 2009 to November 2010.
  - Nationally, RevPAR was up 11.8% for the month of November.
- North Carolina room revenues increased 12.8% in November 2010.
  - Nationally, room revenues were up 13.3% from November 2009.
- Room Demand increased 11.4% in the state from November 2009 to November 2010.
  - Nationally, room demand was up 10.5% from November 2009 to November 2010.
- Room Supply increased by 1.9% in the state from November 2009 to November 2010.
  - Nationally, room supply was up 1.4% from November 2009 to November 2010.

Regional
- All of the seven economic development regions of the state showed increases in occupancy rates for November 2010 from November 2009, particularly the three coastal regions and the Triad Region.
  - Northeast region +11.2%
  - Southeast region +14.1%
  - Eastern region +14.5%
  - Carolina region +7.4%
  - Triad region +12.2%
  - Western region +4.8%
- Five of the seven regions showed increased ADR in November 2010 from November 2009, particularly the Southeast Region with over 3 percent increase in rates.
  - Northeast region +2.0%
  - Southeast region +3.4%
  - Eastern region -0.8%
  - Carolina region +1.9%
  - Triad region -0.4%
  - Western region +2.8%
- RevPAR was up in all of the seven economic development regions of the state for November 2010 from November 2009, particularly in the Southeast Region (+18.0%).
  - Northeast region +13.5%
  - Southeast region +18.0%
  - Eastern region +13.6%
  - Carolina region +9.4%
  - Triad region +11.8%
  - Western region +7.7%
- Room Demand was up in all of the seven of the economic development regions of the state for November 2010 from November 2009. The Northeast, Southeast, Eastern, Triangle and Triad regions had over 10% growth in November.
  - Northeast region +11.0%
  - Southeast region +15.6%
  - Eastern region +16.5%
  - Carolina region +9.8%
  - Triad region +13.6%
  - Western region +5.3%
- Room Supply was up in six of the seven of the economic development regions of the state for November 2010 from November 2009. The Northeast region supply was down 0.2% this time period.
  - Northeast region -0.2%
  - Southeast region +1.2%
  - Eastern region +1.7%
  - Carolina region +2.2%
  - Triad region +1.2%
  - Western region +0.6%
Year-To-Date (through November 2010) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel occupancy is up 7.0% statewide YTD (through November) 2010.
  - The US occupancy is up 5.7% YTD (through November) 2010.
  - The South Atlantic states occupancy is up 6.0% YTD (through November) 2010.

- YTD room rates (ADR) in North Carolina are down -0.8%.
  - The US ADR is down -0.2% year-to-date
  - The South Atlantic states ADR is down -1.4% year-to-date.

- Statewide, RevPAR is up 6.1% year-to-date.
  - Nationally, RevPAR is up 5.4% year-to-date.
  - The South Atlantic states RevPAR is up 4.5% year-to-date.

- North Carolina room revenues are up 8.7% year-to-date.
  - Nationally, room revenues are up 7.6% year-to-date.
  - The South Atlantic states room revenues are up 6.8% year-to-date.

- Room Demand is up 9.6% in the state year-to-date.
  - Nationally, room demand is also up 7.8% year-to-date.
  - The South Atlantic states room demand is up 8.3% year-to-date.

- Room Supply is up 2.4% in the state year-to-date.
  - Nationally, room supply is also up 2.0% year-to-date.
  - The South Atlantic states room supply is up 2.2% year-to-date.
Regional

- **Occupancy** in all of the seven economic development regions of the state is up year-to-date (through November). The Carolinas Region has the largest increase year-to-date, followed by the Southeast and Eastern regions.
  
  - Northeast region +6.1%
  - Southeast region +8.1%
  - Eastern region +7.0%
  - Carolinas region +9.4%
  - Triad region +6.5%
  - Triangle region +5.6%
  - Western region +4.6%

- **ADR** in two of the seven regions is up year-to-date through November. The Northeast Region is up by almost two percent.
  
  - Northeast region +1.9%
  - Southeast region -1.3%
  - Eastern region -0.1%
  - Carolinas region -0.6%
  - Triad region -1.6%
  - Triangle region -2.1%
  - Western region +0.8%

- **RevPAR** is up year-to-date in all of the seven economic development regions of the state.
  
  - Northeast region +8.1%
  - Southeast region +6.7%
  - Eastern region +6.9%
  - Carolinas region +8.8%
  - Triad region +4.8%
  - Triangle region +3.3%
  - Western region +5.4%

- **Room Demand** is up in all of the economic development regions of the state year-to-date through November, particularly in the Carolinas (Charlotte) region.
  
  - Northeast region +5.3%
  - Southeast region +10.5%
  - Eastern region +9.2%
  - Carolinas region +13.4%
  - Triad region +7.9%
  - Triangle region +8.9%
  - Western region +6.5%

- **Room Supply** is up in six of the economic development regions of the state year-to-date through November. The Northeast region supply is down less than one percent.
  
  - Northeast region -0.7%
  - Southeast region +2.2%
  - Eastern region +2.0%
  - Carolinas region +3.6%
  - Triad region +1.3%
  - Triangle region +3.2%
  - Western region +1.8%

The seven economic development regions of North Carolina are as follows:

2 – Eastern (Carteret, Craven, Jones, Onslow, Pamlico, Duplin, Edgecombe, Green, Lenoir, Nash, Pitt, Wayne, Wilson).
3 – Southeast (Brunswick, Columbus, New Hanover, Pender, Bladen, Cumberland, Hoke, Richmond, Robeson, Sampson, Scotland).
5 – Triad (Alamance, Caswell, Guilford, Montgomery, Randolph, Rockingham, Davidson, Davie, Forsyth, Stokes, Surry, Yadkin).
6 – Carolinas (Alexander, Catawba, Cleveland, Iredell, Rowan, Anson, Cabarrus, Gaston, Lincoln, Mecklenburg, Stanly, Union).