

November 2011 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 2.6% statewide in November 2011 from November 2010.
 - The US experienced an increase of 4.7% in **occupancy** for the month of November 2011.
 - The South Atlantic had an increase of 4.5% in **occupancy** in November 2011.
- November 2011 **room rates (ADR)** in North Carolina were up 3.5%.
 - The US saw an increase in **ADR** of 4.3% from November 2010 to November 2011.
 - The South Atlantic states' **ADR** was up 4.5% from November 2010 to November 2011.
- Statewide, **RevPAR** was up 6.2% from November of 2010.
 - Nationally, **RevPAR** was up 9.2% for the month of November.
 - **RevPAR** in the South Atlantic states was up 9.2% during this time frame.
- North Carolina **room revenues** increased 6.8% in November 2011.
 - Nationally, **room revenues** were up 9.9% from November 2010
 - South Atlantic states' **room revenues** were up 9.4% from November 2010.
- **Room Demand** increased 3.3% in the state from November 2010 to November 2011.
 - **Room demand** in the US increased by 5.3% in November 2011.
 - **Room demand** in the South Atlantic increased by 4.6% in November 2011.
- **Room Supply** increased by 0.6% in the state from November 2010 to November 2011.
 - **Room supply** in the US increased by 0.6% from November 2010 to November 2011.
 - **Room supply** in the South Atlantic increased by 0.1% in November 2011.

Regional

- Six of the seven economic development regions of the state showed increases in **occupancy** rates for November 2011 from November 2010. The Southeast Region had the only decrease from last November (-5.9%).
 - Northeast region +6.4%
 - Southeast region -5.9%
 - Eastern region +5.4%
 - Carolinas region +6.5%
 - Triad region +0.4%
 - Triangle region +1.9%
 - Western region +2.9%
- All of the seven regions experienced increased **ADR** in November 2011 from November 2010. The Triangle Region had the largest increase from last November at over four percent, followed closely by the Western Region (+3.9%) and Carolinas Region (+3.7%).
 - Northeast region +1.6%
 - Southeast region +2.9%
 - Eastern region +1.3%
 - Carolinas region +3.7%
 - Triad region +2.8%
 - Triangle region +4.2%
 - Western region +3.9%
- **RevPAR** was up in six of the seven economic development regions of the state for November 2011 from November 2010.
 - Northeast region +8.1%
 - Southeast region -3.1%
 - Eastern region +6.7%
 - Carolinas region +10.4%
 - Triad region +3.3%
 - Triangle region +6.2%
 - Western region +6.8%
- **Room Demand** was up in five of the economic development regions of the state for November 2011 from 2010. The Southeast and Triad regions had declines in room demand, though the Triad decline was slight.
 - Northeast region +4.4%
 - Southeast region -3.9%
 - Eastern region +8.0%
 - Carolinas region +6.0%
 - Triad region -0.2%
 - Triangle region +2.4%
 - Western region +5.5%
- **Room Supply** was up in four of the seven of the economic development regions of the state for November 2011 from November 2010, particularly in the Southeast, Eastern and Western regions.
 - Northeast region -1.9%
 - Southeast region +2.1%
 - Eastern region +2.5%
 - Carolinas region -0.5%
 - Triad region -0.7%
 - Triangle region +0.5%
 - Western region +2.5%

Year-To-Date (through November 2011) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 4.0% statewide YTD (through November) 2011.
 - The US **occupancy** is up 4.4% in 2011 from 2010.
 - The South Atlantic states occupancy is up 4.3% in 2011 from 2010.
- YTD **room rates (ADR)** in North Carolina are up 2.5%.
 - The US **ADR** is up 3.7% in 2011 from 2010.
 - The South Atlantic states **ADR** is up 2.7% in 2011 from 2010.
- Statewide, **RevPAR** is up 6.6% year-to-date.
 - Nationally, **RevPAR** is also up 8.2% in 2011 from 2010.
 - The South Atlantic states **RevPAR** is up 7.0% in 2011 from 2010.
- North Carolina **room revenues** are up 7.5% year-to date.
 - Nationally, **room revenues** are also up 8.9% in 2011 from 2010.
 - The South Atlantic states **room revenues** are up 7.3% in 2011 from 2010.
- **Room Demand** is up 4.9% in the state year-to-date.
 - Nationally, **room demand** is also up 5.1% in 2011 from 2010.
 - The South Atlantic states **room demand** is up 4.5% in 2011 from 2010.
- **Room Supply** is up 0.9% in the state year-to-date.
 - Nationally, **room supply** is also up 0.6% in 2011 from 2010.
 - The South Atlantic states **room supply** is up 0.2% in 2011 from 2010.

Regional

- **Occupancy** in five of the seven economic development regions of the state is up year-to-date (through November). The Southeast and Western regions are down just less than one percent from year-to-date 2010.
 - Northeast region +5.0%
 - Southeast region -0.8%
 - Eastern region +4.6%
 - Carolinas region +7.5%
 - Triad region +4.4%
 - Triangle region +4.7%
 - Western region -0.6%
- **ADR** in all of the seven regions is up year-to-date through November.
 - Northeast region +0.6%
 - Southeast region +3.2%
 - Eastern region +0.7%
 - Carolinas region +3.0%
 - Triad region +1.9%
 - Triangle region +3.1%
 - Western region +2.7%
- **RevPAR** is up year-to-date in all of the seven economic development regions of the state, particularly in the Carolinas and Triangle regions.
 - Northeast region +5.7%
 - Southeast region +2.4%
 - Eastern region +5.3%
 - Carolinas region +10.8%
 - Triad region +6.3%
 - Triangle region +8.0%
 - Western region +2.1%
- **Room Demand** is up all of the regions of the state year-to-date through November, particularly in the Triangle, Carolinas and Eastern regions.
 - Northeast region +3.2%
 - Southeast region +1.2%
 - Eastern region +6.9%
 - Carolinas region +7.4%
 - Triad region +3.9%
 - Triangle region +6.5%
 - Western region +1.0%
- **Room Supply** is up in four of the economic development regions year-to-date through November. The Carolinas and Triad regions have fairly flat supply growth, while the Northeast Region room supply is down nearly two percent.
 - Northeast region -1.7%
 - Southeast region +2.0%
 - Eastern region +2.2%
 - Carolinas region -0.1%
 - Triad region -0.4%
 - Triangle region +1.7%
 - Western region +1.6%