

# November 2012 Monthly Lodging Report (Smith Travel Research)

## Statewide

- Hotel/motel **occupancy** increased 1.6% statewide in November 2012 from November 2011.
  - US **occupancy** increased 1.8% in November 2012 from November 2011.
  - South Atlantic states **occupancy** increased 1.1% in November 2012 from November 2011.
- November 2012 **room rates (ADR)** in North Carolina were up 2.7%.
  - **Room rates** in the US increased 3.5% from November 2011.
  - **Room rates** in the South Atlantic states increased 0.7% from November 2011.
- Statewide, **RevPAR** was up 4.4% from November of 2011.
  - US **RevPAR** increased 5.4% from November 2011.
  - South Atlantic **RevPAR** increased 1.9% from November 2011.
- **Room Demand** increased 2.8% in the state from November 2011 to November 2012.
  - **Room demand** in the US increased 2.5% in November 2012 from November 2011.
  - **Room demand** in the South Atlantic increased 1.4% in November 2012 from November 2011.
- **Room Supply** increased by 1.2% in the state from November 2011 to November 2012.
  - US **room supply** increased 0.7% in November 2012
  - South Atlantic **room supply** increased 0.3% from November 2011 to November 2012.
- North Carolina **room revenues** increased 5.6% in November 2012.
  - **Room revenues** in the US increased 6.1% from November 2011 to November 2012.
  - **Room revenues** in the South Atlantic increased 2.2% from November 2011 to November 2012.

## Regional

- Five of the seven economic development regions of the state showed increases in **occupancy** rates for November 2012 from November 2011. The Southeast Region's occupancy grew over seven percent and the Western Region grew nearly four percent.
  - Northeast region -10.8%
  - Southeast region +7.4%
  - Eastern region -2.9%
  - Carolinas region +0.6%
  - Triad region +4.0%
  - Triangle region +1.0%
  - Western region +3.7%
- All of the seven regions experienced increased **ADR** in November 2012 from November 2011. In particular, the Carolinas and Western regions had **ADR** growth of four percent.
  - Northeast region +0.6%
  - Southeast region +0.7%
  - Eastern region +0.8%
  - Carolinas region +4.2%
  - Triad region +2.8%
  - Triangle region +1.6%
  - Western region +4.1%
- **RevPAR** was up in five of the seven economic development regions of the state for November 2012 from November 2011, particularly in the Southeast Region (+8%), Western Region (+8%) and Triad Region (+7%).
  - Northeast region -10.2%
  - Southeast region +8.1%
  - Eastern region -2.2%
  - Carolinas region +4.8%
  - Triad region +6.9%
  - Triangle region +2.6%
  - Western region +7.9%
- **Room Demand** was up in five of the economic development regions of the state for November 2012 from November 2011. The Southeast Region had the largest regional growth in demand with over eight percent.
  - Northeast region -11.3%
  - Southeast region +8.5%
  - Eastern region -3.2%
  - Carolinas region +3.1%
  - Triad region +4.4%
  - Triangle region +2.9%
  - Western region +4.2%
- **Room Supply** was up in five of the seven of the economic development regions of the state for November 2012 from November 2011.
  - Northeast region -0.6%
  - Southeast region +1.0%
  - Eastern region -0.3%
  - Carolinas region +2.5%
  - Triad region +0.3%
  - Triangle region +1.9%
  - Western region +0.5%
- **Room Revenues** was up in five of the seven of the economic development regions of the state for November 2012 from November 2011, particularly in the Southeast Region (+9%).
  - Northeast region -10.8%
  - Southeast region +9.2%
  - Eastern region -2.4%
  - Carolinas region +7.4%
  - Triad region +7.3%
  - Triangle region +4.6%
  - Western region +8.4%

# Year-To-Date (through November 2012) Lodging Report

## Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 2.6% statewide YTD (through November) 2012.
  - The US **occupancy** is up 2.5% in 2012 from 2011.
  - The South Atlantic states **occupancy** is up 2.5% in 2012 from 2011.
- YTD **room rates (ADR)** in North Carolina are up 4.6%.
  - The US **ADR** is up 4.2% in 2012 from 2011.
  - The South Atlantic states **ADR** is up 2.9% in 2012 from 2011.
- Statewide, **RevPAR** is up 7.3% year-to-date.
  - Nationally, **RevPAR** is also up 6.8% in 2012 from 2011.
  - The South Atlantic states **RevPAR** is up 5.5% in 2012 from 2011.
- **Room Demand** is up 3.3% in the state year-to-date.
  - Nationally, **room demand** is also up 2.9% in 2012 from 2011.
  - The South Atlantic states **room demand** is up 2.5% in 2012 from 2011.
- **Room Supply** is up 0.7% in the state year-to-date.
  - Nationally, **room supply** is up 0.4% in 2012 from 2011.
  - The South Atlantic states **room supply** is flat in 2012 from 2011.
- North Carolina **room revenues** are up 8.0% year-to date.
  - Nationally, **room revenues** are also up 7.2% in 2012 from 2011.
  - The South Atlantic states **room revenues** are up 5.5% in 2012 from 2011.

## Regional

- **Occupancy** in four of the seven economic development regions of the state is up year-to-date (through November). The Triangle and Eastern regions have flat occupancy from year-to-date 2011.
  - Northeast region -2.4%
  - Southeast region +4.8%
  - Eastern region 0.0%
  - Carolinas region +3.3%
  - Triad region +5.6%
  - Triangle region -0.3%
  - Western region +4.8%
- **ADR** in six of the seven regions is up year-to-date through November. ADR change in the Eastern Region is down just less than one percent. Rates in the Charlotte Region are up over nine percent year-to-date.
  - Northeast region +3.7%
  - Southeast region +1.4%
  - Eastern region -0.8%
  - Carolinas region +9.4%
  - Triad region +3.4%
  - Triangle region +3.6%
  - Western region +4.0%
- **RevPAR** is up year-to-date in six of the seven economic development regions of the state. The Carolinas Region is up thirteen percent and the Triad and Western regions are nine percent each.
  - Northeast region +1.2%
  - Southeast region +6.3%
  - Eastern region -0.8%
  - Carolinas region +13.1%
  - Triad region +9.3%
  - Triangle region +3.3%
  - Western region +9.0%
- **Room Demand** is up five of the economic development regions of the state year-to-date through November, particularly in the Triad, Western and Southeast regions.
  - Northeast region -2.2%
  - Southeast region +5.8%
  - Eastern region -1.3%
  - Carolinas region +4.7%
  - Triad region +5.7%
  - Triangle region +0.8%
  - Western region +5.4%
- **Room Supply** is up in five of the economic development regions year-to-date through November.
  - Northeast region +0.3%
  - Southeast region +1.0%
  - Eastern region -1.3%
  - Carolinas region +1.4%
  - Triad region 0.0%
  - Triangle region +1.0%
  - Western region +0.6%
- **Room Revenues** is up in six of the economic development regions year-to-date through November. The Eastern Region revenues are down about two percent from last year.
  - Northeast region +1.5%
  - Southeast region +7.3%
  - Eastern region -2.1%
  - Carolinas region +14.6%
  - Triad region +9.9%
  - Triangle region +4.4%
  - Western region +9.6%