

November 2013 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 5.8% statewide in November 2013 from November 2012.
 - US **occupancy** increased 2.1% in November 2013 from November 2012.
 - South Atlantic states **occupancy** increased 4.0% in November 2013 from November 2012.
- November 2013 **room rates (ADR)** in North Carolina were up 3.5%.
 - **Room rates** in the US increased 2.6% from November 2012.
 - **Room rates** in the South Atlantic states increased 3.3% from November 2012.
- Statewide, **RevPAR** was up 9.5% from November of 2012.
 - US **RevPAR** increased 4.7% from November 2012.
 - South Atlantic **RevPAR** increased 7.5% from November 2012.
- **Room Supply** increased by 1.0% in the state from November 2012 to November 2013.
 - US **room supply** increased 0.7% in November 2013
 - South Atlantic **room supply** was up 0.3% from November 2012 to November 2013.
- **Room Demand** was up 6.9% in the state from November 2012 to November 2013.
 - **Room demand** in the US increased 2.8% in November 2013 from November 2012.
 - **Room demand** in the South Atlantic increased 4.3% in November 2013 from November 2012.
- North Carolina **room revenues** increased 10.6% in November 2013.
 - **Room revenues** in the US increased 5.4% from November 2012 to November 2013.
 - **Room revenues** in the South Atlantic increased 7.8% from November 2012 to November 2013.

Regional

- Six of the seven economic development regions showed increases in **occupancy** rates for November 2013 from November 2012, particularly the Western and Triad regions.
 - Northeast region +3.3%
 - Southeast region +1.7%
 - Eastern region -3.0%
 - Carolinas region +7.1%
 - Triad region +9.2%
 - Triangle region +5.3%
 - Western region +10.3%
- All of the seven regions experienced increased **ADR** in November 2013 from November 2012. The Western Region **ADR** was up five percent from last November.
 - Northeast region +4.6%
 - Southeast region +2.0%
 - Eastern region +1.7%
 - Carolinas region +4.4%
 - Triad region +4.1%
 - Triangle region +1.4%
 - Western region +5.1%
- **RevPAR** was up in six of the seven economic development regions of the state for November 2013 from November 2012. **RevPAR** was up nearly 16 percent in the Western Region and nearly 14 percent in the Triad Region.
 - Northeast region +8.1%
 - Southeast region +3.8%
 - Eastern region -1.3%
 - Carolinas region +11.8%
 - Triad region +13.7%
 - Triangle region +6.8%
 - Western region +15.9%
- **Room Supply** was up in five of the seven of the economic development regions from November 2012, particularly in the Eastern and Triangle regions.
 - Northeast region +1.5%
 - Southeast region -0.4%
 - Eastern region +2.5%
 - Carolinas region +0.8%
 - Triad region 0.0%
 - Triangle region +2.7%
 - Western region +0.2%
- **Room Demand** was up in six of the economic development regions of the state for November 2013 from 2012. Demand in the Eastern Region was flat. Demand in the Western Region was up more than 10 percent.
 - Northeast region +4.9%
 - Southeast region +1.3%
 - Eastern region -0.6%
 - Carolinas region +7.9%
 - Triad region +9.2%
 - Triangle region +8.1%
 - Western region +10.5%
- **Room Revenues** were up in all of the economic development regions of the state for November 2013 from 2012. The Western Region revenues increased over 16 percent and the Triad Region saw a nearly 14 percent increase from November 2012.
 - Northeast region +9.7%
 - Southeast region +3.4%
 - Eastern region +1.1%
 - Carolinas region +12.7%
 - Triad region +13.7%
 - Triangle region +9.7%
 - Western region +16.1%

Year-To-Date (through November 2013) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 1.4% statewide YTD (through November) 2013.
 - The US **occupancy** is up 1.4% in 2013 from 2012.
 - The South Atlantic states **occupancy** is up 1.7% in 2013 from 2012.
- YTD **room rates (ADR)** in North Carolina are up 2.1%.
 - The US **ADR** is up 3.8% in 2013 from 2012.
 - The South Atlantic states **ADR** is up 3.0% in 2013 from 2012.
- Statewide, **RevPAR** is up 3.5% year-to-date.
 - Nationally, **RevPAR** is also up 5.3% in 2013 from 2012.
 - The South Atlantic states **RevPAR** is up 4.8% in 2013 from 2012.
- **Room Supply** is up 1.1% in the state year-to-date.
 - Nationally, **room supply** is also up 0.7% in 2013 from 2012.
 - The South Atlantic states **room supply** is up 0.3% in 2013 from 2012.
- **Room Demand** is up 2.5% in the state year-to-date.
 - Nationally, **room demand** is also up 2.1% in 2013 from 2012.
 - The South Atlantic states **room demand** is up 2.0% in 2013 from 2012.
- North Carolina **room revenues** are up 4.6% year-to date.
 - Nationally, **room revenues** are also up 6.1% in 2013 from 2012.
 - The South Atlantic states **room revenues** are up 5.0% in 2013 from 2012.

Regional

- **Occupancy** in four of the seven economic development regions of the state is up year-to-date (through November), particularly the Western Region (+4.4%).
 - Northeast region -0.6%
 - Southeast region 0.0%
 - Eastern region -2.0%
 - Carolinas region +1.0%
 - Triad region +2.2%
 - Triangle region +2.0%
 - Western region +4.4%
- **ADR** in all of the seven regions is up year-to-date through November. The Western Region ADR is up more than five percent from 2012 year-to-date.
 - Northeast region +2.6%
 - Southeast region +0.9%
 - Eastern region +1.4%
 - Carolinas region +0.2%
 - Triad region +3.5%
 - Triangle region +2.0%
 - Western region +5.2%
- **RevPAR** is up year-to-date in six of the seven economic development regions of the state. The Western Region is up nearly ten percent.
 - Northeast region +2.0%
 - Southeast region +0.9%
 - Eastern region -0.7%
 - Carolinas region +1.2%
 - Triad region +5.8%
 - Triangle region +4.0%
 - Western region +9.8%
- **Room Supply** is up in five of the economic development regions year-to-date through November. Eastern Region room supply is up more than two percent.
 - Northeast region 0.0%
 - Southeast region -0.2%
 - Eastern region +2.2%
 - Carolinas region +1.6%
 - Triad region +0.3%
 - Triangle region +1.7%
 - Western region +0.6%
- **Room Demand** is up five of the economic development regions of the state year-to-date through November. In particular, demand in the Western Region is up five percent year-to-date.
 - Northeast region -0.6%
 - Southeast region -0.1%
 - Eastern region +0.1%
 - Carolinas region +2.7%
 - Triad region +2.5%
 - Triangle region +3.7%
 - Western region +5.0%
- **Room Revenues** are up in all of the economic development regions year-to-date through November. Revenues in the Western Region, in particular, are up more than ten percent.
 - Northeast region +2.0%
 - Southeast region +0.8%
 - Eastern region +1.5%
 - Carolinas region +2.8%
 - Triad region +6.1%
 - Triangle region +5.8%
 - Western region +10.4%