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%
  - 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%
  - 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 Triad regions.
  - Northeast region +1.5%
  - Southeast region -0.4%
  - Eastern region +2.5%
  - Carolinas region +0.8%
  - Triad region 0.0%
  - 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%
  - 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%
  - 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%
  - Carolina region +1.0%
  - Triad region +2.2%
  - 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%
  - Carolina region +0.2%
  - Triad region +3.5%
  - 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%
  - Carolina region +1.2%
  - Triad region +5.8%
  - 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%
  - Carolina region +1.6%
  - Triad region +0.3%
  - Western region +1.7%

- 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%
  - Carolina region +2.7%
  - Triad region +2.5%
  - 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%
  - Carolina region +2.8%
  - Triad region +6.1%
  - Western region +10.4%