

October 2009 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** decreased -5.6% statewide in October 2009 from October 2008.
- October 2009 **occupancy** is down -13.8% from October 2007.
 - The US experienced a decline of -6.2% in **occupancy** for the month of October 2009.
- October 2009 **room rates (ADR)** in North Carolina were down -7.3%.
- Room rates over a two-year period for October (2007-2009) were down -6.8%.
 - The US saw a decrease in **ADR** of -8.2%.
- Statewide, **RevPAR** was down -12.5%.
- **RevPAR** over a two-year period for October (2007-2009) was down -20.0%, due to the large two-year decrease in occupancy.
 - Nationally, **RevPAR** was also down -13.8% for the month of October.
- North Carolina **room revenues** decreased -9.9% in October 2009.
- **Room revenues** over from October 2007-2009 were down -20.0%.
 - Nationally, **room revenues** were down -11.1% from October 2008
- **Room Demand** decreased by -2.7% in the state from October 2008 to October 2009.
- **Room demand** decreased -10.0% over a two-year period (October 2007-2009).
 - Nationally, **room demand** was down -3.2% from October 2008 to October 2009.
- **Room Supply** increased by 3.1% in the state from October 2008 to October 2009.
- From October 2007-2009, **room supply** increased 10.0%.
 - Nationally, **room supply** was up 3.2% from October 2008 to October 2009.

Regional

- Six of the seven economic development regions of the state showed decreases in **occupancy** rates for October 2009 from October 2008. The Northeast Region had an increase of over 6%.
 - Northeast region +6.3%
 - Southeast region -6.0%
 - Eastern region -0.9%
 - Carolinas region -9.3%
 - Triad region -9.9%
 - Triangle region -4.0%
 - Western region -3.5%
- All of the seven regions showed decreased **ADR** in October 2009 from October 2008.
 - Northeast region -3.4%
 - Southeast region -5.8%
 - Eastern region -1.1%
 - Carolinas region -10.0%
 - Triad region -10.2%
 - Triangle region -10.6%
 - Western region -1.5%
- **RevPAR** was down in six of the seven economic development regions of the state for October 2009 from October 2008. The three Piedmont regions and the Southeast region had particularly difficult Octobers in terms of RevPAR. The Northeast Region had a +2.6% increase, due to the increased occupancy referenced above.
 - Northeast region +2.6%
 - Southeast region -11.4%
 - Eastern region -2.0%
 - Carolinas region -18.4%
 - Triad region -19.0%
 - Triangle region -14.2%
 - Western region -4.9%

- **Room Demand** was down in five of the seven of the economic development regions of the state for October 2009 from October 2008. The Northeast and Eastern regions had increases.
 - Northeast region +6.3%
 - Southeast region -3.6%
 - Eastern region +0.9%
 - Carolinas region -4.7%
 - Triad region -7.6%
 - Triangle region -1.2%
 - Western region -1.0%
- **Room Supply** was up in six of the seven of the economic development regions of the state for October 2009 from October 2008. In particular, the Carolinas region had an increase of over five percent, further causing occupancy to drop. The Northeast region supply was flat over this time period.
 - Northeast region 0.0%
 - Southeast region +2.6%
 - Eastern region +1.9%
 - Carolinas region +5.2%
 - Triad region +2.5%
 - Triangle region +2.9%
 - Western region +2.6%

Year-To-Date (through September 2009) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is down -10.1% statewide YTD (through October) 2009.
 - The US **occupancy** is down -9.5% YTD (through October) 2009.
 - The South Atlantic states **occupancy** is down -7.7% YTD (through October) 2009.
- YTD **room rates (ADR)** in North Carolina are down -5.6%.
 - The US **ADR** is down -9.0% year-to-date
 - The South Atlantic states **ADR** is down -7.5% year-to-date.
- Statewide, **RevPAR** is down -15.1% year-to-date.
 - Nationally, **RevPAR** is also down -17.7% year-to-date.
 - The South Atlantic states **RevPAR** is down -14.7% year-to-date.
- North Carolina **room revenues** are down -12.7% year-to date.
 - Nationally, **room revenues** are also down -15.0% year-to-date.
 - The South Atlantic states **room revenues** are down -11.8% year-to-date.
- **Room Demand** is down -7.5% in the state year-to-date.
 - Nationally, **room demand** is also down -6.6% year-to-date.
 - The South Atlantic states **room demand** is down -4.6% year-to-date.
- **Room Supply** is up 2.9% in the state year-to-date.
 - Nationally, **room supply** is also up +3.2% year-to-date.
 - The South Atlantic states **room supply** is up +3.4% year-to-date.

Regional

- **Occupancy** in all seven economic development regions of the state is down year-to-date (through October). The Carolinas and Triad regions have double-digit decreases.
 - Northeast region -3.1%
 - Southeast region -8.4%
 - Eastern region -6.8%
 - Carolinas region -14.9%
 - Triad region -10.7%
 - Triangle region -9.1%
 - Western region -8.0%
- **ADR** in all of the seven regions is down year-to-date through October. Because of a relatively good September, the Northeast Region **ADR** is down a little under flat and the Eastern Region is practically flat in terms of change in **ADR**.
 - Northeast region -0.2%
 - Southeast region -3.2%
 - Eastern region -0.1%
 - Carolinas region -7.7%
 - Triad region -5.6%
 - Triangle region -8.6%
 - Western region -4.2%
- **RevPAR** is down year-to-date in all of the seven economic development regions of the state.
 - Northeast region -3.3%
 - Southeast region -11.3%
 - Eastern region -7.0%
 - Carolinas region -21.4%
 - Triad region -15.7%
 - Triangle region -16.9%
 - Western region -11.9%
- **Room Demand** is down in all of the economic development regions of the state year-to-date through October, particularly in the Carolinas (Charlotte) region.
 - Northeast region -2.0%
 - Southeast region -5.2%
 - Eastern region -4.3%
 - Carolinas region -11.8%
 - Triad region -8.2%
 - Triangle region -6.7%
 - Western region -6.0%
- **Room Supply** is up in all of the economic development regions of the state year-to-date through October.
 - Northeast region +1.2%
 - Southeast region +3.5%
 - Eastern region +2.7%
 - Carolinas region +3.6%
 - Triad region +2.8%
 - Triangle region +2.6%
 - Western region +2.3%