October 2011 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 0.5% statewide in October 2011 from October 2010.
  - The US experienced an increase of 2.9% in occupancy for the month of October 2011.
  - The South Atlantic had an increase of 1.4% in occupancy in October 2011.
- October 2011 room rates (ADR) in North Carolina were up 2.2%.
  - The US saw an increase in ADR of 3.9% from October 2010 to October 2011.
  - The South Atlantic states’ ADR was up 2.3% from October 2010 to October 2011.
- Statewide, RevPAR was up 2.7% from October of 2010.
  - Nationally, RevPAR was up 7.0% for the month of October.
  - RevPAR in the South Atlantic states was up 3.7% during this time frame.
- North Carolina room revenues increased 3.5% in October 2011.
  - Nationally, room revenues were up 7.6% from October 2010
  - South Atlantic states’ room revenues were up 3.8% from October 2010.
- Room Demand increased 1.3% in the state from October 2010 to October 2011.
  - Room demand in the US increased by 3.6% in September 2011.
  - Room demand in the South Atlantic increased by 1.5% in October 2011.
- Room Supply increased by 0.8% in the state from October 2010 to October 2011.
  - Room supply in the US increased by 0.6% from October 2010 to October 2011.
  - Room supply in the South Atlantic increased by 0.1% in October 2011.

Regional
- Four of the seven economic development regions of the state showed increases in occupancy rates for October 2011 from October 2010. The Southeast Region had a large decrease from last October (-10.5%). The Triangle and Western regions also had declines from October 2010 to October 2011.
  - Northeast region +6.5%
  - Southeast region -10.5%
  - Eastern region +5.4%
  - Carolinas region +6.7%
  - Triad region +4.6%
  - Triangle region -4.3%
  - Western region -1.6%
- Five of the regions experienced increased ADR in October 2011 from October 2010. The Northeast Region was down one percent for the month and the Eastern Region was down just under one percent.
  - Northeast region -1.1%
  - Southeast region +2.9%
  - Eastern region -0.4%
  - Carolinas region +2.4%
  - Triad region +4.1%
  - Triangle region +2.9%
  - Western region +1.0%
- RevPAR was up in four of the seven economic development regions of the state for October 2011 from October 2010.
  - Northeast region +5.3%
  - Southeast region -7.9%
  - Eastern region +5.0%
  - Carolinas region +9.3%
  - Triad region +8.8%
  - Triangle region -1.5%
  - Western region -0.6%
- Room Demand was up in five of the economic development regions of the state for October 2011 from 2010. The Southeast and Triangle regions had declines in room demand.
  - Northeast region +5.8%
  - Southeast region -8.3%
  - Eastern region +8.1%
  - Carolinas region +6.3%
  - Triad region +3.8%
  - Triangle region -3.5%
  - Western region +0.6%
- Room Supply was up in four of the seven of the economic development regions of the state for October 2011 from October 2010, particularly in the Southeast, Eastern and Western regions.
  - Northeast region -0.6%
  - Southeast region +2.4%
  - Eastern region +2.5%
  - Carolinas region -0.4%
  - Triad region -0.7%
  - Triangle region +0.8%
  - Western region +2.2%
Year-To-Date (through October 2011) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel occupancy is up 4.1% statewide YTD (through October) 2011.
  - The US occupancy is up 4.4% in 2010 from 2010.
  - The South Atlantic states occupancy is up 4.2% in 2011 from 2010.
- YTD room rates (ADR) in North Carolina are up 2.3%.
  - The US ADR is up 3.6% in 2011 from 2010.
  - The South Atlantic states ADR is up 2.5% in 2011 from 2010.
- Statewide, RevPAR is up 6.5% year-to-date.
  - Nationally, RevPAR is also up 8.2% in 2011 from 2010.
  - The South Atlantic states RevPAR is up 6.8% 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 7.1% in 2011 from 2010.
- Room Demand is up 5.1% 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 0.7% 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 October). The Southeast and Western regions are down just less than one percent from year-to-date 2010.
  - Northeast region +4.9%  Carolinas region +7.6%  Triangle region +5.0%
  - Southeast region -0.3%  Triad region +4.7%  Western region -0.9%
  - Eastern region +4.5%
- ADR in all of the seven regions is up year-to-date through October.
  - Northeast region +0.6%  Carolinas region +2.9%  Triangle region +2.6%
  - Southeast region +3.1%  Triad region +1.8%  Western region +2.6%
  - Eastern region +0.6%
- RevPAR is up year-to-date in all of the seven economic development regions of the state, particularly in the Carolinas Region.
  - Northeast region +5.6%  Carolinas region +10.8%  Triangle region +7.8%
  - Southeast region +2.7%  Triad region +6.6%  Western region +1.7%
  - Eastern region +5.2%
- Room Demand is up all of the regions of the state year-to-date through October, particularly in the Triangle, Carolinas and Eastern regions.
  - Northeast region +3.1%  Carolinas region +7.7%  Triangle region +6.9%
  - Southeast region +1.8%  Triad region +4.3%  Western region +0.6%
  - Eastern region +6.8%
- Room Supply is up in five of the economic development regions year-to-date through October. The Carolinas and Triad regions have fairly flat supply growth, while the Northeast Region room supply is down two percent.
  - Northeast region -1.7%  Carolinas region +0.1%  Triangle region +1.8%
  - Southeast region +2.1%  Triad region -0.4%  Western region +1.5%
  - Eastern region +2.2%