

# 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 2011 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%
  - Southeast region -0.3%
  - Eastern region +4.5%
  - Carolinas region +7.6%
  - Triad region +4.7%
  - Triangle region +5.0%
  - Western region -0.9%
- **ADR** in all of the seven regions is up year-to-date through October.
  - Northeast region +0.6%
  - Southeast region +3.1%
  - Eastern region +0.6%
  - Carolinas region +2.9%
  - Triad region +1.8%
  - Triangle region +2.6%
  - Western region +2.6%
- **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%
  - Southeast region +2.7%
  - Eastern region +5.2%
  - Carolinas region +10.8%
  - Triad region +6.6%
  - Triangle region +7.8%
  - Western region +1.7%
- **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%
  - Southeast region +1.8%
  - Eastern region +6.8%
  - Carolinas region +7.7%
  - Triad region +4.3%
  - Triangle region +6.9%
  - Western region +0.6%
- **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%
  - Southeast region +2.1%
  - Eastern region +2.2%
  - Carolinas region +0.1%
  - Triad region -0.4%
  - Triangle region +1.8%
  - Western region +1.5%