October 2012 Monthly Lodging Report (Smith Travel Research)

**Statewide**
- Hotel/motel occupancy increased 1.4% statewide in October 2012 from October 2011.
  - US occupancy increased 2.4% in October 2012 from October 2011.
  - South Atlantic states occupancy increased 2.0% in October 2012 from October 2011.
- October 2012 room rates (ADR) in North Carolina were up 3.9%.
  - Room rates in the US increased 4.2% from October 2011.
  - Room rates in the South Atlantic states increased 2.3% from October 2011.
- Statewide, RevPAR was up 5.3% from October of 2011.
  - US RevPAR increased 6.7% from October 2011.
  - South Atlantic RevPAR increased 4.4% from October 2011.
- North Carolina room revenues increased 6.7% in October 2012.
  - Room revenues in the US increased 7.4% from October 2011 to October 2012.
  - Room revenues in the South Atlantic increased 4.7% from October 2011 to October 2012.
- Room Demand increased 2.7% in the state from October 2011 to October 2012.
  - Room demand in the US increased 3.1% in October 2012 from October 2011.
  - Room demand in the South Atlantic increased 2.4% in October 2012 from October 2011.
- Room Supply increased by 1.3% in the state from October 2011 to October 2012.
  - US room supply increased 0.7% in October 2012.
  - South Atlantic room supply increased 0.3% from October 2011 to October 2012.

**Regional**
- Five of the seven economic development regions of the state showed increases in occupancy rates for October 2012 from October 2011. The Southeast Region’s occupancy grew over eight percent and the Carolinas Region grew nearly four percent.
  - Northeast region -10.4%
  - Southeast region +8.1%
  - Western region +3.8%
  - Carolinas region +3.5%
  - Triad region +0.4%
  - Western region +3.3%
- All of the seven regions experienced increased ADR in October 2012 from October 2011. In particular, the Carolinas Region had ADR growth of seven percent.
  - Northeast region +5.1%
  - Southeast region +1.2%
  - Eastern region +0.1%
  - Carolinas region +7.2%
  - Triad region +3.8%
  - Western region +3.7%
- RevPAR was up in five of the seven economic development regions of the state for October 2012 from October 2011, particularly in the Carolinas Region (+11%) and the Southeast Region (+9.4%).
  - Northeast region -5.8%
  - Southeast region +9.4%
  - Triad region +4.2%
  - Western region +2.1%
  - Carolinas region +11.0%
  - Eastern region -6.8%
- Room Demand was up in five of the economic development regions of the state for October 2012 from October 2011. The Southeast Region had the largest regional growth in demand with over nine percent.
  - Northeast region -9.7%
  - Southeast region +9.2%
  - Triad region +0.7%
  - Western region -7.2%
  - Carolinas region +6.5%
  - Eastern region -0.3%
  - Triangle region +2.3%
  - Triad region +0.3%
  - Western region +3.8%
- Room Supply was up in six of the seven of the economic development regions of the state for October 2012 from October 2011.
  - Northeast region +0.8%
  - Southeast region +1.0%
  - Triad region +0.3%
  - Eastern region -0.8%
  - Carolinas region +1.8%
  - Western region +0.4%
  - Carolinas region +2.9%
  - Western region +3.9%
  - Triad region +0.3%
  - Western region +7.7%
- Room Revenues was up in five of the seven of the economic development regions of the state for October 2012 from October 2011, particularly in Charlotte (+14.2%) and the Southeast Region (+10.5%).
  - Northeast region -5.1%
  - Southeast region +10.5%
  - Triad region +4.5%
  - Western region -7.1%
Year-To-Date (through October 2012) Lodging Report

Statewide & Competitive State Comparison
- Hotel/motel occupancy is up 2.7% statewide YTD (through October) 2012.
  - The US occupancy is up 2.6% in 2012 from 2011.
  - The South Atlantic states occupancy is up 2.6% in 2012 from 2011.
- YTD room rates (ADR) in North Carolina are up 4.7%.
  - The US ADR is up 4.2% in 2011 from 2011.
  - The South Atlantic states ADR is up 3.1% in 2012 from 2011.
- Statewide, RevPAR is up 7.6% year-to-date.
  - Nationally, RevPAR is also up 6.9% in 2012 from 2011.
  - The South Atlantic states RevPAR is up 5.8% in 2012 from 2011.
- North Carolina room revenues are up 8.2% year-to-date.
  - Nationally, room revenues are also up 7.3% in 2012 from 2011.
  - The South Atlantic states room revenues are up 5.8% in 2012 from 2011.
- Room Demand is up 3.4% in the state year-to-date.
  - Nationally, room demand is also up 3.0% in 2012 from 2011.
  - The South Atlantic states room demand is up 2.6% in 2012 from 2011.
- Room Supply is up 0.6% in the state year-to-date.
  - Nationally, room supply is up 0.4% in 2012 from 2011.
  - The South Atlantic states room supply is flat in 2012 from 2011.

Regional
- Occupancy in five of the seven economic development regions of the state is up year-to-date (through October). The Triangle Region is nearly flat from year-to-date 2011.
  - Northeast region -1.8%
  - Southeast region +4.6%
  - Eastern region +0.2%
  - Carolinas region +3.6%
  - Triad region +5.8%
  - Western region +4.9%
  - Triangle region -0.4%
- ADR in six of the seven regions is up year-to-date through October. ADR change in the Eastern Region is down just more than one percent. Rates in the Charlotte Region are up nearly ten percent year-to-date.
  - Northeast region +3.7%
  - Southeast region +1.5%
  - Eastern region -1.1%
  - Carolinas region +9.9%
  - Triad region +3.5%
  - Western region +4.0%
  - Triangle region +3.8%
- RevPAR is up year-to-date in six of the seven economic development regions of the state. The Carolinas Region is up fourteen percent and the Triad and Western regions are over nine percent each.
  - Northeast region +1.8%
  - Southeast region +6.1%
  - Eastern region -0.9%
  - Carolinas region +13.9%
  - Triad region +9.5%
  - Western region +9.1%
  - Triangle region +3.4%
- Room Demand is up five of the economic development regions of the state year-to-date through October, particularly in the Triad, Western and Southeast regions.
  - Northeast region -1.5%
  - Southeast region +5.6%
  - Eastern region -1.2%
  - Carolinas region +4.9%
  - Triad region +5.8%
  - Western region +5.5%
  - Triangle region +0.6%
- Room Supply is up in five of the economic development regions year-to-date through October.
  - Northeast region +0.4%
  - Southeast region +1.0%
  - Eastern region -1.4%
  - Carolinas region +1.2%
  - Triad region 0.0%
  - Western region +0.6%
- Room Revenues is up in six of the economic development regions year-to-date through October. The Eastern Region revenues are down about two percent from last year.
  - Northeast region +2.2%
  - Southeast region +7.2%
  - Eastern region -2.3%
  - Carolinas region +15.3%
  - Triad region +9.5%
  - Western region +9.8%
  - Triangle region +4.3%