

# October 2013 Monthly Lodging Report (Smith Travel Research)

## Statewide

- Hotel/motel **occupancy** increased 2.0% statewide in October 2013 from October 2012.
  - US **occupancy** increased 0.8% in October 2013 from October 2012.
  - South Atlantic states **occupancy** increased 1.2% in October 2013 from October 2012.
- October 2013 **room rates (ADR)** in North Carolina were up 3.1%.
  - **Room rates** in the US increased 3.3% from October 2012.
  - **Room rates** in the South Atlantic states increased 1.8% from October 2012.
- Statewide, **RevPAR** was up 5.2% from October of 2012.
  - US **RevPAR** increased 4.1% from October 2012.
  - South Atlantic **RevPAR** increased 3.0% from October 2012.
- **Room Supply** increased by 0.9% in the state from October 2012 to October 2013.
  - US **room supply** increased 0.7% in October 2013
  - South Atlantic **room supply** was up 0.3% from October 2012 to October 2013.
- **Room Demand** was up 3.0% in the state from October 2012 to October 2013.
  - **Room demand** in the US increased 1.5% in October 2013 from October 2012.
  - **Room demand** in the South Atlantic increased 1.5% in October 2013 from October 2012.
- North Carolina **room revenues** increased 6.1% in October 2013.
  - **Room revenues** in the US increased 4.8% from October 2012 to October 2013.
  - **Room revenues** in the South Atlantic increased 3.3% from October 2012 to October 2013.

## Regional

- Six of the seven economic development regions showed increases in **occupancy** rates for October 2013 from October 2012, particularly the Western and Triad regions.
  - Northeast region +2.5%
  - Southeast region +0.4%
  - Eastern region -1.7%
  - Carolinas region +2.0%
  - Triad region +5.5%
  - Triangle region +1.1%
  - Western region +3.1%
- All of the seven regions experienced increased **ADR** in October 2013 from October 2012. The Western Region ADR was up five percent from last October.
  - Northeast region +0.9%
  - Southeast region +1.4%
  - Eastern region +0.8%
  - Carolinas region +3.6%
  - Triad region +3.1%
  - Triangle region +1.9%
  - Western region +5.1%
- **RevPAR** was up in six of the seven economic development regions of the state for October 2013 from October 2012. **RevPAR** was up over eight percent in the Triad and Western regions and nearly six percent in the Carolinas Region.
  - Northeast region +3.5%
  - Southeast region +1.8%
  - Eastern region -0.9%
  - Carolinas region +5.7%
  - Triad region +8.8%
  - Triangle region +3.0%
  - Western region +8.4%
- **Room Supply** was up in five of the seven of the economic development regions from October 2012, particularly in the Eastern and Triangle regions.
  - Northeast region +0.1%
  - Southeast region -0.4%
  - Eastern region +2.4%
  - Carolinas region +0.9%
  - Triad region 0.0%
  - Triangle region +2.3%
  - Western region +0.2%
- **Room Demand** was up in six of the economic development regions of the state for October 2013 from 2012. Demand in the Southeast Region was flat.
  - Northeast region +2.6%
  - Southeast region 0.0%
  - Eastern region +0.7%
  - Carolinas region +3.0%
  - Triad region +5.5%
  - Triangle region +3.4%
  - Western region +3.3%
- **Room Revenues** were up in all of the economic development regions of the state for October 2013 from 2012. The Triad and Western regions each had revenue growth more than eight percent from October 2012.
  - Northeast region +3.5%
  - Southeast region +1.4%
  - Eastern region +1.5%
  - Carolinas region +6.7%
  - Triad region +8.8%
  - Triangle region +5.4%
  - Western region +8.6%

## Year-To-Date (through October 2013) Lodging Report

### Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 1.0% statewide YTD (through October) 2013.
  - The US **occupancy** is up 1.4% in 2013 from 2012.
  - The South Atlantic states **occupancy** is up 1.5% in 2013 from 2012.
- YTD **room rates (ADR)** in North Carolina are up 2.0%.
  - The US **ADR** is up 4.0% in 2013 from 2012.
  - The South Atlantic states **ADR** is up 3.0% in 2013 from 2012.
- Statewide, **RevPAR** is up 3.0% year-to-date.
  - Nationally, **RevPAR** is also up 5.4% in 2013 from 2012.
  - The South Atlantic states **RevPAR** is up 4.5% 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 2.1% 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 1.8% in 2013 from 2012.
- North Carolina **room revenues** are up 4.1% year-to date.
  - Nationally, **room revenues** are also up 6.1% in 2013 from 2012.
  - The South Atlantic states **room revenues** are up 4.9% in 2013 from 2012.

### Regional

- **Occupancy** in four of the seven economic development regions of the state is up year-to-date (through October), particularly the Western Region (+3.9%). Three of the regions had less than one percent decline in occupancy.
  - Northeast region -0.8%
  - Southeast region -0.1%
  - Eastern region -1.9%
  - Carolinas region +0.4%
  - Triad region +1.7%
  - Triangle region +1.6%
  - Western region +3.9%
- **ADR** in six of the seven regions is up year-to-date through October. The Carolinas Region ADR is flat from 2012 year-to-date.
  - Northeast region +2.6%
  - Southeast region +0.8%
  - Eastern region +1.3%
  - Carolinas region -0.2%
  - Triad region +3.5%
  - Triangle region +2.1%
  - 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 more than nine percent.
  - Northeast region +1.7%
  - Southeast region +0.7%
  - Eastern region -0.6%
  - Carolinas region +0.2%
  - Triad region +5.2%
  - Triangle region +3.7%
  - Western region +9.3%
- **Room Supply** is up in five of the economic development regions year-to-date through October. Eastern Region room supply is up more than two percent.
  - Northeast region -0.1%
  - Southeast region -0.1%
  - Eastern region +2.1%
  - Carolinas region +1.7%
  - Triad region +0.3%
  - Triangle region +1.6%
  - Western region +0.6%
- **Room Demand** is up five of the economic development regions of the state year-to-date through October. In particular, demand in the Western Region is up nearly five percent year-to-date.
  - Northeast region -1.0%
  - Southeast region -0.2%
  - Eastern region +0.2%
  - Carolinas region +2.2%
  - Triad region +2.0%
  - Triangle region +3.2%
  - Western region +4.5%
- **Room Revenues** are up in all of the economic development regions year-to-date through October. Revenues in the Western Region, in particular, are up ten percent.
  - Northeast region +1.6%
  - Southeast region +0.6%
  - Eastern region +1.5%
  - Carolinas region +1.9%
  - Triad region +5.6%
  - Triangle region +5.3%
  - Western region +9.9%