

# September 2009 Monthly Lodging Report (Smith Travel Research)

## Statewide

- Hotel/motel **occupancy** decreased -3.2% statewide in September 2009 from September 2008.
- While this percentage change isn't as large as the last eight months, it is important to note that last September (2008) was the onset of the rapid decrease in occupancy statewide and nationwide.
- September 2009 **occupancy** is down 15.3% from September 2007.
  - The US experienced a decline of -6.3% in **occupancy** for the month of September 2009.
- September 2009 **room rates (ADR)** in North Carolina were down -6.2%.
- Room rates over a two-year period for September (2007-2009) were down 4.5%, as room rates did not begin to fall until 2009.
  - The US saw a decrease in **ADR** of -10.2%.
- Statewide, **RevPAR** was down -9.2%.
- **RevPAR** over a two-year period for September (2007-2009) was down 19.2%, due to the large two-year decrease in occupancy.
  - Nationally, **RevPAR** was also down -15.9% for the month of September.
- North Carolina **room revenues** decreased -6.7% in September 2009.
- **Room revenues** over from September 2007-2009 were down 15.1%.
  - Nationally, **room revenues** were down -15.9% from September 2008
- **Room Demand** decreased by -0.6% in the state from September 2008 to September 2009.
- **Room demand** decreased 11.1% over a two-year period (September 2007-2009).
  - Nationally, **room demand** was down -3.3% from September 2008 to September 2009.
- **Room Supply** increased by 2.7% in the state from September 2008 to September 2009.
- From September 2007-2009, **room supply** increased 5.0%.
  - Nationally, **room supply** was up 3.2% from September 2008 to September 2009.

## Regional

- Five of the seven economic development regions of the state showed decreases in **occupancy** rates for September 2009 from September 2008. The Northeast Region had a huge increase of over 18%, but it should be noted that last September for this region was a particularly bad month (-23% from September 2007), so an increase of +18% in 2009 translates to an -8.8% decrease in occupancy over the two-year period.
  - Northeast region +18.1%
  - Southeast region -4.2%
  - Eastern region +4.0%
  - Carolinas region -8.4%
  - Triad region -7.3%
  - Triangle region -2.2%
  - Western region -2.0%
- Five of the seven regions showed decreased **ADR** in September 2009 from September 2008. The Northeast and Eastern regions had increases in **ADR**.
  - Northeast region +4.5%
  - Southeast region -3.2%
  - Eastern region +0.7%
  - Carolinas region -9.9%
  - Triad region -6.3%
  - Triangle region -10.9%
  - Western region -2.4%

- **RevPAR** was down in five of the seven economic development regions of the state for September 2009 from September 2008. The three Piedmont regions had particularly difficult Septembers in terms of RevPAR. The Northeast Region had a large +23.4% increase, due to the increased occupancy referenced above.
  - Northeast region +23.4%
  - Southeast region -7.3%
  - Eastern region +4.7%
  - Carolinas region -17.5%
  - Triad region -13.2%
  - Triangle region -12.8%
  - Western region -4.4%
  
- **Room Demand** was down in four of the seven of the economic development regions of the state for September 2009 from September 2008. The Northeast and Eastern regions had increases, while the Triangle Region was flat from last September.
  - Northeast region +18.1%
  - Southeast region -2.0%
  - Eastern region +7.3%
  - Carolinas region -5.0%
  - Triad region -4.8%
  - Triangle region 0.0%
  - Western region -0.7%
  
- **Room Supply** was up in six of the seven of the economic development regions of the state for September 2009 from September 2008. The Northeast region supply was flat over this time period.
  - Northeast region 0.0%
  - Southeast region +2.3%
  - Eastern region +3.1%
  - Carolinas region +3.7%
  - Triad region +2.8%
  - Triangle region +2.2%
  - Western region +2.8%

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

## Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is down -10.6% statewide YTD (through September) 2009.
  - The US **occupancy** is down -9.9% YTD (through September) 2009.
  - The South Atlantic states **occupancy** is down -8.0% (through September) 2009.
  
- YTD **room rates (ADR)** in North Carolina are down -5.5%.
  - The US **ADR** is down -9.1% year-to-date
  - The South Atlantic states **ADR** is down -7.3% year-to-date.
  
- Statewide, **RevPAR** is down -15.5% year-to-date.
  - Nationally, **RevPAR** is also down -18.1% year-to-date.
  - The South Atlantic states **RevPAR** is down -14.8% year-to-date.
  
- North Carolina **room revenues** are down -13.1% year-to date.
  - Nationally, **room revenues** are also down -15.5% year-to-date.
  - The South Atlantic states **room revenues** are down -12.0% year-to-date.
  
- **Room Demand** is down -8.1% in the state year-to-date.
  - Nationally, **room demand** is also down -7.0% year-to-date.
  - The South Atlantic states **room demand** is down -5.0% year-to-date.
  
- **Room Supply** is up 2.8% 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 +3.3% year-to-date.

## Regional

- **Occupancy** in all seven economic development regions of the state is down year-to-date (through September). The Carolinas and Triad regions have double-digit decreases.
  - Northeast region -4.2%
  - Southeast region -8.7%
  - Eastern region -7.5%
  - Carolinas region -15.5%
  - Triad region -10.8%
  - Triangle region -9.7%
  - Western region -8.8%
- **ADR** in six of the seven regions is down year-to-date through September. Because of a relatively good September, the Northeast Region ADR is up a little over flat and the Eastern Region is practically flat in terms of change in ADR.
  - Northeast region +0.2%
  - Southeast region -2.9%
  - Eastern region -0.1%
  - Carolinas region -7.4%
  - Triad region -4.9%
  - Triangle region -8.3%
  - Western region -5.0%
- **RevPAR** is down year-to-date in all of the seven economic development regions of the state.
  - Northeast region -3.9%
  - Southeast region -11.4%
  - Eastern region -7.6%
  - Carolinas region -21.8%
  - Triad region -15.2%
  - Triangle region -17.2%
  - Western region -13.3%
- **Room Demand** is down in all of the economic development regions of the state year-to-date through September, particularly in the Carolinas (Charlotte) region.
  - Northeast region -2.6%
  - Southeast region -5.4%
  - Eastern region -4.9%
  - Carolinas region -12.7%
  - Triad region -8.2%
  - Triangle region -7.4%
  - Western region -7.0%
- **Room Supply** is up in all of the economic development regions of the state year-to-date through September.
  - Northeast region +1.3%
  - Southeast region +3.6%
  - Eastern region +2.8%
  - Carolinas region +3.4%
  - Triad region +2.9%
  - Triangle region +2.6%
  - Western region +2.0%