

September 2010 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 8.1% statewide in September 2010 from September 2009.
 - US **occupancy** was up 6.7% for the month of September 2010.
- September 2010 **room rates (ADR)** in North Carolina were up 0.6% from last September.
 - Growth in the US **ADR** was up 2.0% from September 2009 to September 2010.
- Statewide, **RevPAR** was up 8.8% from September 2009 to September 2010.
 - Nationally, **RevPAR** was up 8.8% for the month of September.
- North Carolina **room revenues** increased 11.2% in September 2010.
 - Nationally, **room revenues** were up 10.6% from September 2009.
- **Room Demand** increased 10.5% in the state from September 2009 to September 2010.
 - Nationally, **room demand** was up 8.4% from September 2009 to September 2010.
- **Room Supply** increased by 2.2% in the state from September 2009 to September 2010.
 - Nationally, **room supply** was up 1.6% from September 2009 to September 2010.

Regional

- All of the seven economic development regions of the state showed increases in **occupancy** rates for September 2010 from September 2009.
 - Northeast region +3.9%
 - Southeast region +13.6%
 - Eastern region +10.3%
 - Carolinas region +8.3%
 - Triad region +6.4%
 - Triangle region +6.9%
 - Western region +7.0%
- Four of the seven regions showed increased **ADR** in September 2010 from September 2009, particularly the Carolinas Region with over 3 percent increase in rates.
 - Northeast region +2.0%
 - Southeast region +0.4%
 - Eastern region -0.7%
 - Carolinas region +3.6%
 - Triad region -1.9%
 - Triangle region +1.0%
 - Western region -1.8%
- **RevPAR** was up in all of the seven economic development regions of the state for September 2010 from September 2009, particularly in the Southeast (+14.0%) and Carolinas regions (+12.3%).
 - Northeast region +5.9%
 - Southeast region +14.0%
 - Eastern region +9.6%
 - Carolinas region +12.3%
 - Triad region +4.4%
 - Triangle region +7.9%
 - Western region +5.0%
- **Room Demand** was up in all of the seven of the economic development regions of the state for September 2010 from September 2009. The Southeast, Carolinas, Eastern and Triangle regions had over 10% growth in September.
 - Northeast region +2.7%
 - Southeast region +15.9%
 - Eastern region +12.0%
 - Carolinas region +12.0%
 - Triad region +7.2%
 - Triangle region +11.1%
 - Western region +8.1%
- **Room Supply** was up in six of the seven of the economic development regions of the state for September 2010 from September 2009. The Northeast region supply was down 1.2% this time period.
 - Northeast region -1.2%
 - Southeast region +2.0%
 - Eastern region +1.5%
 - Carolinas region +3.4%
 - Triad region +0.7%
 - Triangle region +3.9%
 - Western region +1.0%

Year-To-Date (through September 2010) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 6.5% statewide YTD (through September) 2010.
 - The US **occupancy** is up 5.2% YTD (through September) 2010.
 - The South Atlantic states **occupancy** is up 5.3% YTD (through September) 2010.

- YTD **room rates (ADR)** in North Carolina are down -1.4%.
 - The US **ADR** is down -0.7% year-to-date
 - The South Atlantic states **ADR** is down -2.0% year-to-date.

- Statewide, **RevPAR** is up 5.0% year-to-date.
 - Nationally, **RevPAR** is up 4.5% year-to-date.
 - The South Atlantic states **RevPAR** is up 3.2% year-to-date.

- North Carolina **room revenues** are up 7.7% year-to date.
 - Nationally, **room revenues** are up 6.8% year-to-date.
 - The South Atlantic states **room revenues** are up 5.8% year-to-date.

- **Room Demand** is up 9.2% in the state year-to-date.
 - Nationally, **room demand** is also up 7.5% year-to-date.
 - The South Atlantic states **room demand** is up 7.9% year-to-date.

- **Room Supply** is up 2.6% in the state year-to-date.
 - Nationally, **room supply** is also up 2.2% year-to-date.
 - The South Atlantic states **room supply** is up 2.5% year-to-date.

Regional

- **Occupancy** in all of the seven economic development regions of the state is up year-to-date (through September). The Carolinas Region has the largest increase year-to-date, followed by the Southeast and Eastern regions.
 - Northeast region +5.6%
 - Southeast region +6.9%
 - Eastern region +6.5%
 - Carolinas region +9.7%
 - Triad region +5.4%
 - Triangle region +4.8%
 - Western region +4.2%
- **ADR** in two of the seven regions is up year-to-date through September. The Northeast Region is up by nearly two percent.
 - Northeast region +1.9%
 - Southeast region -2.5%
 - Eastern region -0.1%
 - Carolinas region -1.6%
 - Triad region -2.2%
 - Triangle region -2.5%
 - Western region +0.7%
- **RevPAR** is up year-to-date in all of the seven economic development regions of the state.
 - Northeast region +7.6%
 - Southeast region +4.2%
 - Eastern region +6.4%
 - Carolinas region +7.9%
 - Triad region +3.0%
 - Triangle region +2.1%
 - Western region +5.0%
- **Room Demand** is up in all of the economic development regions of the state year-to-date through September, particularly in the Carolinas (Charlotte) region.
 - Northeast region +4.9%
 - Southeast region +9.4%
 - Eastern region +8.8%
 - Carolinas region +14.1%
 - Triad region +6.7%
 - Triangle region +8.1%
 - Western region +6.3%
- **Room Supply** is up in six of the economic development regions of the state year-to-date through September. The Northeast region supply is down less than one percent.
 - Northeast region -0.7%
 - Southeast region +2.4%
 - Eastern region +2.1%
 - Carolinas region +4.0%
 - Triad region +1.3%
 - Triangle region +3.1%
 - Western region +2.1%

The seven economic development regions of North Carolina are as follows:

- 1 – Northeast (Bertie, Camden, Chowan, Currituck, Gates, Halifax, Hertford, Northampton, Pasquotank, Perquimans, Beaufort, Dare, Hyde, Martin, Tyrrell, Washington).
- 2 – Eastern (Carteret, Craven, Jones, Onslow, Pamlico, Duplin, Edgecombe, Green, Lenoir, Nash, Pitt, Wayne, Wilson).
- 3 – Southeast (Brunswick, Columbus, New Hanover, Pender, Bladen, Cumberland, Hoke, Richmond, Robeson, Sampson, Scotland).
- 4 – Triangle (Franklin, Harnett, Johnston, Vance, Wake, Warren, Chatham, Durham, Granville, Lee, Moore, Orange, Person).
- 5 – Triad (Alamance, Caswell, Guilford, Montgomery, Randolph, Rockingham, Davidson, Davie, Forsyth, Stokes, Surry, Yadkin).
- 6 – Carolinas (Alexander, Catawba, Cleveland, Iredell, Rowan, Anson, Cabarrus, Gaston, Lincoln, Mecklenburg, Stanly, Union).
- 7 – Western (Alleghany, Ashe, Avery, Buncombe, Burke, Caldwell, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, McDowell, Mitchell, Polk, Rutherford, Swain, Transylvania, Watauga, Wilkes, Yancey).