Regional and Eastern regions had substantial growth from September 2010 to September 2011.
- The US experienced an increase of 5.7% in occupancy for the month of September 2011.
- The South Atlantic had an increase of 6.2% in occupancy in September 2011.

- September 2011 room rates (ADR) in North Carolina were up 3.3%.
  - The US saw an increase in ADR of 4.0% from September 2010 to September 2011.
  - The South Atlantic states’ ADR was up 2.9% from September 2010 to September 2011.

- Statewide, RevPAR was up 10.3% from September of 2010.
  - Nationally, RevPAR was up 10.0% for the month of September.
  - RevPAR in the South Atlantic states was up 9.4% during this time frame.

- North Carolina room revenues increased 11.2% in September 2011.
  - Nationally, room revenues were up 10.7% from September 2010.
  - South Atlantic states’ room revenues were up 9.6% from September 2010.

- Room Demand increased 7.6% in the state from September 2010 to September 2011.
  - Room demand in the US increased by 6.4% in September 2011.
  - Room demand in the South Atlantic increased by 6.4% in September 2011.

- Room Supply increased by 0.8% in the state from September 2010 to September 2011.
  - Room supply in the US increased by 0.6% from September 2010 to September 2011.
  - Room supply in the South Atlantic increased by 0.2% in September 2011.

Regional
- Six of the seven economic development regions of the state showed increases in occupancy rates for September 2011 from September 2010. Only the Southeast Region had a slight decrease from last August (-0.6%). The Northeast and Eastern regions had substantial growth from September 2010 to September 2011.
  - Northeast region +18.6%
  - Southeast region -0.6%
  - Eastern region +19.6%
  - Carolinas region +9.4%
  - Triad region +8.9%
  - Western region +1.3%

- Six of the regions experienced increased ADR in September 2011 from September 2010. The Northeast Region was down three percent for the month.
  - Northeast region -3.3%
  - Southeast region +5.0%
  - Eastern region +2.4%
  - Carolinas region +3.1%
  - Triad region +4.4%
  - Western region +3.9%

- RevPAR was up in all of the seven economic development regions of the state for September 2011 from September 2010.
  - Northeast region +14.7%
  - Southeast region +4.4%
  - Eastern region +22.5%
  - Carolinas region +12.8%
  - Triad region +13.7%
  - Western region +5.2%

- Room Demand was up in all of the economic development regions of the state for September 2011 from 2010. The Northeast and Eastern regions were up over ten percent in room demand.
  - Northeast region +17.6%
  - Southeast region +1.8%
  - Eastern region +23.3%
  - Carolinas region +8.8%
  - Triad region +8.1%
  - Western region +3.5%

- Room Supply was up in four of the seven of the economic development regions of the state for September 2011 from September 2010, particularly in the Southeast, Eastern and Western regions.
  - Northeast region -0.8%
  - Southeast region +2.4%
  - Eastern region +3.1%
  - Carolinas region -0.5%
  - Triad region -0.8%
  - Western region +0.8%
Year-To-Date (through September 2011) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel occupancy is up 4.6% statewide YTD (through September) 2011.
  - The US occupancy is up 4.6% in 2010 from 2010.
  - The South Atlantic states occupancy is up 4.5% 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 7.0% year-to-date.
  - Nationally, RevPAR is also up 8.3% in 2011 from 2010.
  - The South Atlantic states RevPAR is up 7.2% in 2011 from 2010.
- North Carolina room revenues are up 8.0% year-to-date.
  - Nationally, room revenues are also up 9.1% in 2011 from 2010.
  - The South Atlantic states room revenues are up 7.5% in 2011 from 2010.
- Room Demand is up 5.6% in the state year-to-date.
  - Nationally, room demand is also up 5.3% in 2011 from 2010.
  - The South Atlantic states room demand is up 4.8% 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 0.3% in 2011 from 2010.

Regional

- Occupancy in six of the seven economic development regions of the state is up year-to-date (through September). The Western Region is down just less than one percent from year-to-date 2010.
  - Northeast region +4.7%
  - Southeast region +1.1%
  - Eastern region +4.4%
  - Carolinas region +7.7%
  - Triad region +4.8%
  - Western region -0.8%
- ADR in all of the seven regions is up year-to-date through September.
  - Northeast region +0.8%
  - Southeast region +2.3%
  - Eastern region +0.7%
  - Carolinas region +3.0%
  - Triad region +1.4%
  - Western region +2.9%
- RevPAR is up year-to-date in all of the seven economic development regions of the state, particularly in the Carolinas and Triangle regions.
  - Northeast region +5.6%
  - Southeast region +3.4%
  - Eastern region +5.2%
  - Carolinas region +10.9%
  - Triad region +6.3%
  - Western region +2.0%
  - Triangle region +9.2%
  - Triangle region +4.4%
  - Western region +2.0%
- Room Demand is up all of the regions of the state year-to-date through September, particularly in the Triangle and Carolinas regions.
  - Northeast region +2.8%
  - Southeast region +3.1%
  - Eastern region +6.7%
  - Carolinas region +8.1%
  - Triad region +4.4%
  - Western region +0.6%
  - Triangle region +7.9%
  - Triangle region +7.9%
  - Triangle region +7.9%
  - Western region +0.6%
- Room Supply is up in five of the economic development regions year-to-date through September. The Carolinas and Triad regions have fairly flat supply growth, while the Northeast Region room supply is down two percent.
  - Northeast region -1.9%
  - Southeast region +2.0%
  - Eastern region +2.2%
  - Carolinas region +0.3%
  - Triad region -0.3%
  - Western region +1.5%
  - Western region +1.5%