September 2012 Monthly Lodging Report (Smith Travel Research)

**Statewide**
- Hotel/motel occupancy increased 2.2% statewide in September 2012 from September 2011.
  - US occupancy increased 0.4% in September 2012 from September 2011.
  - South Atlantic states occupancy increased 0.6% in September 2012 from September 2011.
- September 2012 room rates (ADR) in North Carolina were up 11.7%.
  - Room rates in the US increased 3.4% from September 2011.
  - Room rates in the South Atlantic states increased 1.8% from September 2011.
- Statewide, RevPAR was up 14.2% from September of 2011.
  - US RevPAR increased 3.8% from September 2011.
  - South Atlantic RevPAR increased 2.4% from September 2011.
- North Carolina room revenues increased 15.6% in September 2012.
  - Room revenues in the US increased 4.5% from September 2011 to September 2012.
  - Room revenues in the South Atlantic increased 2.7% from September 2011 to September 2012.
- Room Demand increased 3.5% in the state from September 2011 to September 2012.
  - Room demand in the US increased 1.0% in September 2012 from September 2011.
  - Room demand in the South Atlantic increased 0.8% in September 2012 from September 2011.
- Room Supply increased by 1.2% in the state from September 2011 to September 2012.
  - US room supply increased 0.6% in September 2012.
  - South Atlantic room supply increased 0.3% from September 2011 to September 2012.

**Regional**
- Four of the seven economic development regions of the state showed increases in occupancy rates for September 2012 from September 2011. The Southeast Region’s occupancy grew nearly thirteen percent and the Carolinas Region, heavily influenced by the DNC in Charlotte, grew nearly nine percent.
  - Northeast region -11.4%
  - Southeast region +12.7%
  - Eastern region -15.9%
  - Carolinas region +8.7%
  - Triad region +6.7%
  - Western region +3.4%
- Five of the seven regions experienced increased ADR in September 2012 from September 2011. In particular, the Carolinas Region had ADR growth of thirty-seven percent.
  - Northeast region +1.8%
  - Southeast region -0.1%
  - Eastern region -2.9%
  - Carolinas region +37.3%
  - Triad region +3.4%
  - Western region +5.1%
- RevPAR was up in five of the seven economic development regions of the state for September 2012 from September 2011, particularly in the Carolinas Region (+49.3%).
  - Northeast region -9.8%
  - Southeast region +12.6%
  - Eastern region -18.3%
  - Carolinas region +49.3%
  - Triad region +10.3%
  - Western region +8.7%
- Room Demand was up in four of the economic development regions of the state for September 2012 from September 2011. The Southeast Region had the largest regional growth in demand with nearly fourteen percent.
  - Northeast region -10.7%
  - Southeast region +13.8%
  - Eastern region -16.2%
  - Carolinas region +12.2%
  - Triad region +6.5%
  - Western region +3.8%
- Room Supply was up in five of the seven of the economic development regions of the state for September 2012 from September 2011.
  - Northeast region +0.8%
  - Southeast region +1.0%
  - Eastern region -0.3%
  - Carolinas region +3.2%
  - Triad region -0.2%
  - Western region +0.4%
- Room Revenues was up in five of the seven of the economic development regions of the state for September 2012 from September 2011, particular in Charlotte due to the increase in room rates associated with the DNC (+54%).
  - Northeast region -9.1%
  - Southeast region +13.7%
  - Eastern region -18.6%
  - Carolinas region +54.1%
  - Triad region +10.1%
  - Western region +9.1%
Statewide & Competitive State Comparison

- **Hotel/motel occupancy** is up 2.9% statewide YTD (through September) 2012.
  - The US occupancy is up 2.6% in 2012 from 2011.
  - The South Atlantic states occupancy is up 2.7% 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 3.2% in 2012 from 2011.

- **Statewide, RevPAR** is up 7.7% year-to-date.
  - Nationally, RevPAR is also up 6.9% in 2012 from 2011.
  - The South Atlantic states RevPAR is up 6.0% in 2012 from 2011.

- **North Carolina room revenues** are up 8.4% year-to-date.
  - Nationally, room revenues are also up 7.3% in 2012 from 2011.
  - The South Atlantic states room revenues are up 5.9% in 2012 from 2011.

- **Room Demand** is up 3.5% 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 2.7% in 2012 from 2011.

- **Room Supply** is up 0.7% 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 September). The Triangle and Northeast regions are nearly flat from year-to-date 2011.
  - Northeast region -0.3%
  - Carolina region +3.5%
  - Triangle region -0.7%
  - Southeast region +4.1%
  - Triad region +6.5%
  - Western region +5.1%
  - Eastern region +1.2%

- **ADR** in six of the seven regions is up year-to-date through September. ADR change in the Eastern Region is down just more than one percent. The boost in rates in the Carolinas Region as a result of the DNC pushed the regions YTD growth to over ten percent.
  - Northeast region +3.1%
  - Carolina region +10.1%
  - Triangle region +3.9%
  - Southeast region +1.5%
  - Triad region +3.5%
  - Western region +4.1%
  - Eastern region -1.3%

- **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 just behind with ten percent and nine percent growth respectively.
  - Northeast region +2.8%
  - Carolina region +14.0%
  - Triangle region +3.2%
  - Southeast region +5.7%
  - Triad region +10.3%
  - Western region +9.4%
  - Eastern region -0.2%

- **Room Demand** is up six of the economic development regions of the state year-to-date through September, particularly in the Triad, Western and Southeast regions.
  - Northeast region +0.4%
  - Carolina region +4.6%
  - Triangle region +0.7%
  - Southeast region +5.2%
  - Triad region +6.5%
  - Western region +5.8%
  - Eastern region -0.3%

- **Room Supply** is up five of the economic development regions year-to-date through September.
  - Northeast region +0.7%
  - Carolina region +1.1%
  - Triangle region +1.4%
  - Southeast region +1.0%
  - Triad region 0.0%
  - Western region +0.6%
  - Eastern region -1.4%

- **Room Revenues** is up in six of the economic development regions year-to-date through September.
  - Northeast region +3.5%
  - Carolina region +15.2%
  - Triangle region +4.6%
  - Southeast region +6.8%
  - Triad region +10.2%
  - Western region +10.1%
  - Eastern region -1.6%