

# 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%
  - Triangle region -2.1%
  - 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%
  - Triangle region +2.9%
  - 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%
  - Triangle region +0.8%
  - 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%
  - Triangle region -0.7%
  - 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%
  - Triangle region +1.4%
  - 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%
  - Triangle region +2.2%
  - Western region +9.1%

# Year-To-Date (through September 2012) Lodging Report

## 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 2012 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%
  - Southeast region +4.1%
  - Eastern region +1.2%
  - Carolinas region +3.5%
  - Triad region +6.5%
  - Triangle region -0.7%
  - Western region +5.1%
- **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%
  - Southeast region +1.5%
  - Eastern region -1.3%
  - Carolinas region +10.1%
  - Triad region +3.5%
  - Triangle region +3.9%
  - Western region +4.1%
- **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%
  - Southeast region +5.7%
  - Eastern region -0.2%
  - Carolinas region +14.0%
  - Triad region +10.3%
  - Triangle region +3.2%
  - Western region +9.4%
- **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%
  - Southeast region +5.2%
  - Eastern region -0.3%
  - Carolinas region +4.6%
  - Triad region +6.5%
  - Triangle region +0.7%
  - Western region +5.8%
- **Room Supply** is up in five of the economic development regions year-to-date through September.
  - Northeast region +0.7%
  - Southeast region +1.0%
  - Eastern region -1.4%
  - Carolinas region +1.1%
  - Triad region 0.0%
  - Triangle region +1.4%
  - Western region +0.6%
- **Room Revenues** is up in six of the economic development regions year-to-date through September.
  - Northeast region +3.5%
  - Southeast region +6.8%
  - Eastern region -1.6%
  - Carolinas region +15.2%
  - Triad region +10.2%
  - Triangle region +4.6%
  - Western region +10.1%