

## September 2013 Monthly Lodging Report (Smith Travel Research)

\* *Note that September 2012 was when the Democratic National Convention was held in Charlotte, thus comparing 2013 to 2012 does not provide the most practical comparisons for statewide change or change in the Carolinas Region. Therefore pages 1 and 3 of this summary offers a 1-year and 2-year trend for each indicator at the state level, regional level and Mecklenburg County level.*

### Occupancy

- Hotel/motel **occupancy** decreased 1.3% statewide in September 2013 from September 2012.
  - Hotel/motel **occupancy** increased 1.1% statewide in September 2013 from September 2011.
- Carolinas Region **occupancy** decreased 3.5% in September 2013 from September 2012.
  - Carolinas Region **occupancy** increased 5.7% in September 2013 from September 2011.
- Mecklenburg County **occupancy** decreased 2.9% in September 2013 from September 2012.
  - Mecklenburg County **occupancy** increased 4.8% in September 2013 from September 2011.

### Room Rates (ADR)

- September 2013 **room rates (ADR)** in North Carolina decreased 5.6% from September 2012.
  - September 2013 **room rates (ADR)** in North Carolina increased 6.0% from September 2011.
- September 2013 **room rates (ADR)** in the Carolinas Region decreased 21.1% from September 2012.
  - September 2013 **room rates (ADR)** in the Carolinas Region increased 8.8% from September 2011.
- September 2013 **room rates (ADR)** in Mecklenburg County decreased 22.7% from September 2012.
  - September 2013 **room rates (ADR)** in Mecklenburg County increased 10.2% from September 2011.

### RevPAR

- Statewide, **RevPAR** was down 6.8% from September of 2012 to 2013.
  - Statewide, **RevPAR** was up 7.1% from September 2011 to 2013.
- In the Carolinas Region, **RevPAR** was down 23.9% from September of 2012 to 2013.
  - In the Carolinas Region, **RevPAR** was up 14.9% from September 2011 to 2013.
- In Mecklenburg County, **RevPAR** was down 24.9% from September of 2012 to 2013.
  - In Mecklenburg County, **RevPAR** was up 15.4% from September 2011 to 2013.

### Room Supply

- **Room Supply** increased by 0.9% in the state from September 2012 to September 2013.
  - **Room Supply** increased by 1.9% in the state from September 2011 to September 2013.
- **Room Supply** in the Carolinas Region increased 0.5% from September 2012 to September 2013.
  - **Room Supply** in the Carolinas Region increased 3.7% from September 2011 to September 2013
- **Room Supply** in Mecklenburg County increased 0.4% from September 2012 to September 2013.
  - **Room Supply** in Mecklenburg County increased 4.3% from September 2011 to September 2013

### Room Demand

- **Room Demand** was down 0.4% in the state from September 2012 to September 2013.
  - **Room Demand** was up 3.0% in the state from September 2011 to September 2013.
- **Room Demand** was down 3.1% in the Carolinas Region from September 2012 to September 2013.
  - **Room Demand** was up 9.6% in the Carolinas Region from September 2011 to September 2013.
- **Room Demand** was down 2.4% in Mecklenburg County from September 2012 to September 2013.
  - **Room Demand** was up 9.3% in Mecklenburg County from September 2011 to September 2013.

### Room Revenues

- North Carolina **room revenues** decreased 6.0% in September 2013 from September 2012.
  - North Carolina **room revenues** increased 9.2% in September 2013 from September 2011.
- Carolinas Region **room revenues** decreased 23.6% in September 2013 from September 2012.
  - Carolinas Region **room revenues** increased 19.2% in September 2013 from September 2011.
- Mecklenburg County **room revenues** decreased 24.6% in September 2013 from September 2012.
  - Mecklenburg County **room revenues** increased 20.4% in September 2013 from September 2011.

## September Statewide

- Hotel/motel **occupancy** decreased 1.3% statewide in September 2013 from September 2012.
  - US **occupancy** increased 0.3% in September 2013 from September 2012.
  - South Atlantic states **occupancy** increased 0.8% in September 2013 from September 2012.
- September 2013 **room rates (ADR)** in North Carolina decreased 5.6% from September 2012.
  - **Room rates** in the US increased 3.3% from September 2012.
  - **Room rates** in the South Atlantic states increased 0.8% from September 2012.
- Statewide, **RevPAR** was down 6.8% from September of 2012 to 2013.
  - US **RevPAR** increased 3.6% from September 2012.
  - South Atlantic **RevPAR** increased 1.6% from September 2012.
- **Room Supply** increased by 0.9% in the state from September 2012 to September 2013.
  - US **room supply** increased 0.7% in September 2013
  - South Atlantic **room supply** was up 0.1% from September 2012 to September 2013.
- **Room Demand** was down 0.4% in the state from September 2012 to September 2013.
  - **Room demand** in the US increased 0.9% in September 2013 from September 2012.
  - **Room demand** in the South Atlantic increased 0.9% in August 2013 from September 2012.
- North Carolina **room revenues** decreased 6.0% in September 2013 from September 2012.
  - **Room revenues** in the US increased 4.2% from September 2012 to September 2013.
  - **Room revenues** in the South Atlantic increased 1.7% from September 2012 to September 2013.

## Regional

- Two of the seven economic development regions showed increases in **occupancy** rates for September 2013 from September 2012. Over the two-year period the Carolinas Region showed nearly 6 percent growth in **occupancy**.
  - Northeast region -2.3%
  - Southeast region -4.8%
  - Eastern region -4.0%
  - Carolinas region -3.5%
  - Triad region -2.9%
  - Triangle region +1.8%
  - Western region +4.7%
- Six of the seven regions experienced increased **ADR** in September 2013 from September 2012. The Carolina Region ADR was down 21 percent from last September. That region was up nearly 9 percent over the two-year period.
  - Northeast region +3.8%
  - Southeast region +0.5%
  - Eastern region +1.5%
  - Carolinas region -21.1%
  - Triad region +1.6%
  - Triangle region +1.3%
  - Western region +3.3%
- **RevPAR** was up in three of the seven economic development regions of the state for September 2013 from September 2012. **RevPAR** was up over eight percent in the Western Region. The Carolinas Region RevPAR was down nearly 24 percent from last year, but up nearly 15 percent from 2011.
  - Northeast region +1.4%
  - Southeast region -4.3%
  - Eastern region -2.6%
  - Carolinas region -23.9%
  - Triad region -1.4%
  - Triangle region +3.1%
  - Western region +8.2%
- **Room Supply** was up in six of the seven of the economic development regions from September 2012.
  - Northeast region +0.1%
  - Southeast region -0.4%
  - Eastern region +2.4%
  - Carolinas region +0.5%
  - Triad region +0.5%
  - Triangle region +2.3%
  - Western region +0.3%
- **Room Demand** was up in two of the economic development regions of the state for September 2013 from 2012. Demand in the Western Region was up five percent. Over the two-year period, **demand** in the Carolinas Region was up over 9 percent.
  - Northeast region -2.2%
  - Southeast region -5.2%
  - Eastern region -1.7%
  - Carolinas region -3.1%
  - Triad region -2.4%
  - Triangle region +4.2%
  - Western region +5.0%
- **Room Revenues** were up in three of the economic development regions of the state in September 2013. While **revenues** in the Carolinas Region were down nearly 24 percent from 2012, they were up over 19 percent from 2011.
  - Northeast region +1.5%
  - Southeast region -4.7%
  - Eastern region -0.2%
  - Carolinas region -23.6%
  - Triad region -0.9%
  - Triangle region +5.5%
  - Western region +8.5%

## September 2013 Year-To-Date Lodging Report (Smith Travel Research)

### Occupancy

- Year-to-date through September, hotel/motel **occupancy** is up 0.9% statewide from 2012.
  - Year-to-date through September, hotel/motel **occupancy** is up 3.9% from 2011.
- Year-to-date through September, Carolinas Region **occupancy** is up 0.3% from 2012.
  - Year-to-date, Carolinas Region **occupancy** is up 3.9% from 2011.
- Year-to-date through September, Mecklenburg County **occupancy** is up 0.9% from 2012.
  - Year-to-date, Mecklenburg County **occupancy** is up 5.2% from 2011.

### Room Rates (ADR)

- Year-to-date through September, **room rates (ADR)** in North Carolina are up 1.8% from 2012.
  - Year-to-date through September, **room rates (ADR)** in North Carolina are up 6.4% from 2011.
- Year-to-date through September, **room rates (ADR)** in the Carolinas Region are down 0.7% from 2012.
  - Year-to-date through September, **room rates (ADR)** in the Carolinas Region are up 8.1% from 2011.
- Year-to-date **room rates (ADR)** in Mecklenburg County are down 0.8% from 2012.
  - Year-to-date **room rates (ADR)** in Mecklenburg County are up 10.1% from 2011.

### RevPAR

- Year-to-date through September, **RevPAR** is up 2.7% statewide from 2012.
  - Year-to-date through September, **RevPAR** is up 10.6% statewide from 2011.
- Year-to-date, the Carolinas Region, **RevPAR** is down 0.4% from 2012.
  - Year-to-date, the Carolinas Region, **RevPAR** is up 12.3% from 2011.
- Year-to-date, Mecklenburg County **RevPAR** is up 0.1% from 2012.
  - Year-to-date, Mecklenburg County **RevPAR** is up 16.0% from 2011.

### Room Supply

- Year-to-date, **room supply** is up 1.1% statewide from 2012.
  - Year-to-date **room supply** is up 1.6% in the state from 2011.
- Year-to-date, **room supply** in the Carolinas Region is up 1.8% from 2012.
  - Year-to-date, **room supply** in the Carolinas Region is up 2.9% from 2011.
- Year-to-date, **room supply** in Mecklenburg County is up 2.3% from 2012.
  - Year-to-date, **room supply** in Mecklenburg County is up 3.1% from 2011.

### Room Demand

- Year-to-date, **room demand** is up 2.0% statewide from 2012.
  - Year-to-date **room demand** is up 5.5% in the state from 2011.
- Year-to-date, **room demand** is up 2.1% in the Carolinas Region from 2012.
  - Year-to-date **room demand** is up 6.9% in the Carolinas Region from 2011.
- Year-to-date, **room demand** is up 3.2% in Mecklenburg County from 2012.
  - Year-to-date, **room demand** is up 8.5% in Mecklenburg County from 2011.

### Room Revenues

- Year-to-date, North Carolina **room revenues** are up 3.8%.
  - Year-to-date North Carolina **room revenues** are up 12.3% from 2011.
- Year-to-date, Carolinas Region **room revenues** are up 1.4% from 2012.
  - Year-to-date, Carolinas Region **room revenues** are up 15.6% from 2011.
- Year-to-date, Mecklenburg County **room revenues** are up 2.4% from 2012.
  - Year-to-date, Mecklenburg County **room revenues** are up 19.5% from 2011.

## Year-To-Date (through September 2013) Lodging Report

### Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 0.9% statewide YTD (through September) 2013.
  - The US **occupancy** is up 1.5% in 2013 from 2012.
  - The South Atlantic states **occupancy** is up 1.6% in 2013 from 2012.
- YTD **room rates (ADR)** in North Carolina are up 1.8%.
  - The US **ADR** is up 4.0% in 2013 from 2012.
  - The South Atlantic states **ADR** is up 3.1% in 2013 from 2012.
- Statewide, **RevPAR** is up 2.7% year-to-date.
  - Nationally, **RevPAR** is also up 5.6% in 2013 from 2012.
  - The South Atlantic states **RevPAR** is up 4.7% in 2013 from 2012.
- **Room Supply** is up 1.1% in the state year-to-date.
  - Nationally, **room supply** is also up 0.7% in 2013 from 2012.
  - The South Atlantic states **room supply** is up 0.3% in 2013 from 2012.
- **Room Demand** is up 2.0% in the state year-to-date.
  - Nationally, **room demand** is also up 2.2% in 2013 from 2012.
  - The South Atlantic states **room demand** is up 1.9% in 2013 from 2012.
- North Carolina **room revenues** are up 3.8% year-to date.
  - Nationally, **room revenues** are also up 6.3% in 2013 from 2012.
  - The South Atlantic states **room revenues** are up 5.1% in 2013 from 2012.

### Regional

- **Occupancy** in four of the seven economic development regions of the state is up year-to-date (through September), particularly the Western Region (+4%).
  - Northeast region -1.0%
  - Southeast region -0.1%
  - Eastern region -1.9%
  - Carolinas region +0.3%
  - Triad region +1.2%
  - Triangle region +1.7%
  - Western region +4.0%
- **ADR** in six of the seven regions is up year-to-date through September. The Carolinas Region ADR is down just under one percent from 2012 year-to-date, but that is attributed to high rates in 2012 during the DNC. 2-year ADR growth year-to-date for the region is +8.1%.
  - Northeast region +2.8%
  - Southeast region +0.8%
  - Eastern region +1.4%
  - Carolinas region -0.7%
  - Triad region +3.5%
  - Triangle region +2.1%
  - Western region +5.2%
- **RevPAR** is up year-to-date in five of the seven economic development regions of the state. The Western Region is up nearly ten percent.
  - Northeast region +1.7%
  - Southeast region +0.6%
  - Eastern region -0.6%
  - Carolinas region -0.4%
  - Triad region +4.7%
  - Triangle region +3.8%
  - Western region +9.4%
- **Room Supply** is up in five of the economic development regions year-to-date through September.
  - Northeast region -0.2%
  - Southeast region -0.1%
  - Eastern region +2.1%
  - Carolinas region +1.8%
  - Triad region +0.4%
  - Triangle region +1.5%
  - Western region +0.6%
- **Room Demand** is up in five of the economic development regions of the state year-to-date through September. Even in the Carolinas Region demand is up year-to-date over two percent despite high demand in 2012 due to the DNC.
  - Northeast region -1.2%
  - Southeast region -0.3%
  - Eastern region +0.1%
  - Carolinas region +2.1%
  - Triad region +1.6%
  - Triangle region +3.2%
  - Western region +4.6%
- **Room Revenues** are up in all of the economic development regions year-to-date through September. Revenues in the Western Region, in particular, are up over ten percent.
  - Northeast region +1.5%
  - Southeast region +0.5%
  - Eastern region +1.5%
  - Carolinas region +1.4%
  - Triad region +5.1%
  - Triangle region +5.3%
  - Western region +10.1%