

# Year-To-Date (through June 2009) Lodging Report

## Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is down -12.4% statewide YTD (through June) 2009.
  - The US **occupancy** is down -10.9% YTD (through June) 2009.
  - The South Atlantic states **occupancy** is down -9.4% (through June) 2009.
  - South Carolina **occupancy** is down -10.3% (through June) 2009.
  - Virginia **occupancy** is down -7.6% (through June) 2009.
  
- YTD **room rates (ADR)** in North Carolina are down -5.4%.
  - The US **ADR** is down -8.7% year-to-date
  - The South Atlantic states **ADR** is down -7.1% year-to-date.
  - South Carolina **ADR** is down -7.1% year-to-date.
  - Virginia **ADR** is down -3.7% year-to-date.
  
- Statewide, **RevPAR** is down -17.2% year-to-date.
  - Nationally, **RevPAR** is also down -18.7% year-to-date.
  - The South Atlantic states **RevPAR** is down -15.9% year-to-date.
  - South Carolina **RevPAR** is down -16.7% year-to-date.
  - Virginia **RevPAR** is down -11.0% year-to-date.
  
- North Carolina **room revenues** are down -14.7% year-to date.
  - Nationally, **room revenues** are also down -16.1% year-to-date.
  - The South Atlantic states **room revenues** are down -13.0% year-to-date.
  - South Carolina **room revenues** are down -14.8% year-to-date.
  - Virginia **room revenues** are down -7.5% year-to-date.
  
- **Room Demand** is down -9.8% in the state year-to-date.
  - Nationally, **room demand** is also down -8.0% year-to-date.
  - The South Atlantic states **room demand** is down -6.3% year-to-date.
  - South Carolina **room demand** is down -8.2% year-to-date.
  - Virginia **room demand** is down -3.9% year-to-date.
  
- **Room Supply** is up 3.0% in the state year-to-date.
  - Nationally, **room supply** is also up +3.2% year-to-date.
  - The South Atlantic states **room supply** is up +3.4% year-to-date.
  - South Carolina **room supply** is up +2.3% year-to-date.
  - Virginia **room supply** is up +4.1% year-to-date.

## Regional

- **Occupancy** in all seven economic development regions of the state is down year-to-date (through June).
  - Northeast region -8.3%
  - Southeast region -10.7%
  - Eastern region -9.6%
  - Carolinas region -16.5%
  - Triad region -12.8%
  - Triangle region -12.0%
  - Western region -9.9%
- **ADR** in all of the seven regions is up year-to-date through June, though the Northeast and Eastern regions had ADRs that were less than one-percent change from last June.
  - Northeast region -0.5%
  - Southeast region -3.2%
  - Eastern region -0.3%
  - Carolinas region -6.8%
  - Triad region -4.9%
  - Triangle region -7.5%
  - Western region -5.1%
- **RevPAR** is down year-to-date in all of the seven economic development regions of the state.
  - Northeast region -8.7%
  - Southeast region -13.5%
  - Eastern region -9.9%
  - Carolinas region -22.2%
  - Triad region -17.1%
  - Triangle region -18.6%
  - Western region -14.5%
- **Room Demand** is down in all of the economic development regions of the state year-to-date through June.
  - Northeast region -6.4%
  - Southeast region -7.0%
  - Eastern region -5.7%
  - Carolinas region -13.9%
  - Triad region -10.5%
  - Triangle region -9.3%
  - Western region -8.4%
- **Room Supply** is up in all of the economic development regions of the state year-to-date through June.
  - Northeast region +2.0%
  - Southeast region +4.1%
  - Eastern region +4.4%
  - Carolinas region +3.1%
  - Triad region +2.7%
  - Triangle region +3.1%
  - Western region +1.7%