## April 2012 Monthly Lodging Report (Smith Travel Research)

#### Statewide

- Hotel/motel **occupancy** increased 1.5% statewide in April 2012 from April 2011.
  - o US occupancy increased 1.4% in April 2012 from April 2011.
  - o South Atlantic states **occupancy** increased 0.6% in April 2012 from April 2011.
- April 2012 **room rates (ADR)** in North Carolina were up 4.4%.
  - o **Room rates** in the US increased 5.0% from April 2011.
  - o **Room rates** in the South Atlantic states increased 3.2% from April 2011.
- Statewide, **RevPAR** was up 5.9% from April of 2011.
  - o US RevPAR increased 6.4% from April 2011.
  - o South Atlantic **RevPAR** increased 3.9% from April 2011.
- North Carolina **room revenues** increased 6.4% in April 2012.
  - o **Room revenues** in the US increased 6.8% from April 2011 to April 2012.
  - o **Room revenues** in the South Atlantic increased 3.7% from April 2011 to April 2012.
- **Room Demand** increased 1.9% in the state from April 2011 to April 2012.
  - o **Room demand** in the US increased 1.7% in April 2012 from April 2011.
  - o **Room demand** in the South Atlantic increased 0.5% in April 2012 from April 2011.
- **Room Supply** increased by 0.4% in the state from April 2011 to April 2012.
  - o US **room supply** increased 0.4% in April 2012
  - o South Atlantic **room supply** decreased 0.1% from April 2011 to April 2012.

#### **Regional**

• Six of the seven economic development regions of the state showed increases in **occupancy** rates for April 2012 from April 2011. In particular, the Triad and Eastern regions had above average occupancy growth.

○ Northeast region +1.5%

○ Carolinas region +0.7%

o Triangle region -2.9%

o Southeast region -1.7%

○ Triad region +8.8%

○ Western region +3.0%

- o Eastern region +5.8%
- Six of the seven regions experienced increased **ADR** in April 2012 from April 2011. The Eastern Region had a slight decrease in **ADR** from last April. In particular, the Triad Region had very positive **ADR** growth.
  - O Northeast region +0.9%
- Carolinas region +5.8%

Triangle region +4.7%

○ Southeast region +3.4%

○ Triad region +7.2%

Western region +2.9%

- o Eastern region -0.2%
- **RevPAR** was up in all of the seven economic development regions of the state for April 2012 from April 2011, particularly in the Triad Region (+20%).

○ Northeast region +2.5%

o Carolinas region +6.6%

○ Triangle region +1.7%

o Southeast region +1.6%

○ Triad region +16.7%

O Western region +5.9%

- o Eastern region +5.7%
- **Room Demand** was up in five of the economic development regions of the state for April 2012 from April 2011. The Triad Region had the largest regional growth in demand, with over eight percent growth.

○ Northeast region +2.8%

○ Carolinas region +1.7%

o Triangle region -1.6%

o Southeast region 0.0%

○ Triad region +8.1%

○ Western region +2.7%

- Eastern region +3.5%
- **Room Supply** was up in four of the seven of the economic development regions of the state for April 2012 from April 2011.
  - Northeast region +1.3%
- Carolinas region +1.0%

○ Triangle region +1.4%

○ Southeast region +1.7%

o Triad region -0.7%

o Western region -0.2%

o Eastern region -2.2%

# Year-To-Date (through April 2012) Lodging Report Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 3.7% statewide YTD (through April) 2012.
  - o The US occupancy is up 3.1% in 2012 from 2011.
  - o The South Atlantic states **occupancy** is up 2.8% in 2012 from 2011.
- YTD **room rates (ADR)** in North Carolina are up 3.9%.
  - o The US **ADR** is up 4.2% in 2011 from 2011.
  - o The South Atlantic states **ADR** is up 3.5% in 2012 from 2011.
- Statewide, **RevPAR** is up 7.8% year-to-date.
  - o Nationally, **RevPAR** is also up 7.5% in 2012 from 2011.
  - o The South Atlantic states **RevPAR** is up 6.4% in 2012 from 2011.
- North Carolina **room revenues** are up 8.3% year-to date.
  - o Nationally, **room revenues** are also up 7.8% in 2012 from 2011.
  - o The South Atlantic states **room revenues** are up 6.3% in 2012 from 2011.
- **Room Demand** is up 4.3% in the state year-to-date.
  - o Nationally, **room demand** is also up 3.4% in 2012 from 2011.
  - The South Atlantic states **room demand** is up 2.7% in 2012 from 2011.
- **Room Supply** is up 0.5% in the state year-to-date.
  - o Nationally, **room supply** is up 0.3% in 2012 from 2011.
  - o The South Atlantic states **room supply** is down 0.1% in 2012 from 2011.

### **Regional**

• Occupancy in all of the seven economic development regions of the state is up year-to-date (through April). The Western and Triad regions, in particular, are up over seven percent from year-to-date 2011.

○ Northeast region +5.1%

○ Carolinas region +3.6%

○ Triangle region +0.3%

○ Southeast region +1.1%

o Triad region +7.5%

O Western region +7.8%

- o Eastern region +5.8%
- **ADR** in six of the seven regions is up year-to-date through April. ADR change in the Eastern Region is close to flat.

○ Northeast region +2.1%

o Carolinas region +5.2%

○ Triangle region +5.0%

o Southeast region +2.8%

o Triad region +3.1%

o Western region +4.2%

- o Eastern region -0.1%
- **RevPAR** is up year-to-date in all of the seven economic development regions of the state. The Western Region is up over twelve percent.

○ Northeast region +7.4%

o Carolinas region +8.9%

o Triangle region +5.3%

o Southeast region +3.9%

○ Triad region +10.8%

o Western region +12.3%

- Eastern region +5.7%
- **Room Demand** is up all of the economic development regions of the state year-to-date through April, particularly in the Western Region (+9.8%).

○ Northeast region +5.8%

○ Carolinas region +3.8%

○ Triangle region +1.5%

o Southeast region +2.3%

o Triad region +6.8%

○ Western region +9.8%

- o Eastern region +4.7%
- Room Supply is up in five of the economic development regions year-to-date through April.
  - Northeast region +0.7%

o Carolinas region +0.2%

○ Triangle region +1.2%

○ Southeast region +1.2%

Triad region -0.7%

○ Western region +1.8%

o Eastern region -1.0%