

## August 2011 Monthly Lodging Report (Smith Travel Research)

### Statewide

- Hotel/motel **occupancy** increased 5.4% statewide in August 2011 from August 2010.
  - The US experienced an increase of 3.7% in **occupancy** for the month of August 2011.
  - The South Atlantic had an increase of 2.8% in **occupancy** in August 2011.
- August 2011 **room rates (ADR)** in North Carolina were up 2.0%.
  - The US saw an increase in **ADR** of 3.4% from August 2010 to August 2011.
  - The South Atlantic states' ADR was up 2.1% from August 2010 to August 2011.
- Statewide, **RevPAR** was up 7.5% from August of 2010.
  - Nationally, **RevPAR** was up 7.2% for the month of August.
  - **RevPAR** in the South Atlantic states was up 4.9% during this time frame.
- North Carolina **room revenues** increased 8.4% in August 2011.
  - Nationally, **room revenues** were up 7.9% from August 2010
  - South Atlantic states' **room revenues** were up 5.1% from August 2010.
- **Room Demand** increased 6.3% in the state from August 2010 to August 2011.
  - **Room demand** in the US increased by 4.4% in August 2011.
  - **Room demand** in the South Atlantic increased by 3.0% in August 2011.
- **Room Supply** increased by 0.8% in the state from August 2010 to August 2011.
  - **Room supply** in the US increased by 0.7% from August 2010 to August 2011.
  - **Room supply** in the South Atlantic increased by 0.2% in August 2011.

### Regional

- Six of the seven economic development regions of the state showed increases in **occupancy** rates for August 2011 from August 2010. Only the Southeast Region had a decrease from last August (-5.2%). The hurricane likely contributed to this decrease in occupancy.
  - Northeast region +1.6%
  - Southeast region -5.2%
  - Eastern region +1.9%
  - Carolinas region +10.9%
  - Triad region +10.5%
  - Triangle region +9.1%
  - Western region +0.1%
- Five of the regions experienced increased **ADR** in August 2011 from August 2010. The Northeast Region was just under flat growth for the month, and the Southeast Region was down one percent.
  - Northeast region -0.7%
  - Southeast region -1.2%
  - Eastern region +0.7%
  - Carolinas region +3.3%
  - Triad region +3.5%
  - Triangle region +4.9%
  - Western region +2.4%
- **RevPAR** was up in six of the seven economic development regions of the state for August 2011 from August 2010.
  - Northeast region +0.9%
  - Southeast region -6.3%
  - Eastern region +2.6%
  - Carolinas region +14.5%
  - Triad region +14.4%
  - Triangle region +14.4%
  - Western region +2.5%
- **Room Demand** was up in five of the seven of the economic development regions of the state for August 2011 from 2010. The Carolinas and Triangle regions were up over ten percent, and the Triad Region was up nearly ten percent.
  - Northeast region -0.4%
  - Southeast region -3.0%
  - Eastern region +4.3%
  - Carolinas region +10.7%
  - Triad region +9.7%
  - Triangle region +10.2%
  - Western region +2.2%
- **Room Supply** was up in four of the seven of the economic development regions of the state for August 2011 from August 2010, particularly in the Southeast, Eastern and Western regions.
  - Northeast region -2.0%
  - Southeast region +2.4%
  - Eastern region +2.3%
  - Carolinas region -0.2%
  - Triad region -0.8%
  - Triangle region +1.1%
  - Western region +2.1%

## Year-To-Date (through August 2011) Lodging Report

### Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 4.3% statewide YTD (through August) 2011.
  - The US **occupancy** is up 4.5% in 2011 from 2010.
  - The South Atlantic states occupancy is up 4.3% in 2011 from 2010.
- YTD **room rates (ADR)** in North Carolina are up 2.1%.
  - The US **ADR** is up 3.5% in 2011 from 2010.
  - The South Atlantic states **ADR** is up 2.5% in 2011 from 2010.
- Statewide, **RevPAR** is up 6.6% year-to-date.
  - Nationally, **RevPAR** is also up 8.1% in 2011 from 2010.
  - The South Atlantic states **RevPAR** is up 6.9% in 2011 from 2010.
- North Carolina **room revenues** are up 7.6% year-to date.
  - Nationally, **room revenues** are also up 8.9% in 2011 from 2010.
  - The South Atlantic states **room revenues** are up 7.3% in 2011 from 2010.
- **Room Demand** is up 5.3% in the state year-to-date.
  - Nationally, **room demand** is also up 5.2% in 2011 from 2010.
  - The South Atlantic states **room demand** is up 4.7% in 2011 from 2010.
- **Room Supply** is up 1.0% in the state year-to-date.
  - Nationally, **room supply** is also up 0.7% in 2011 from 2010.
  - The South Atlantic states **room supply** is up 0.3% in 2011 from 2010.

### Regional

- **Occupancy** in six of the seven economic development regions of the state is up year-to-date (through August). The Western Region is down 1.1 percent from year-to-date 2010.
  - Northeast region +2.7%
  - Southeast region +1.3%
  - Eastern region +2.5%
  - Carolinas region +7.5%
  - Triad region +4.3%
  - Triangle region +6.6%
  - Western region -1.1%
- **ADR** in all of the seven regions is up year-to-date through August.
  - Northeast region +1.6%
  - Southeast region +1.9%
  - Eastern region +0.4%
  - Carolinas region +3.0%
  - Triad region +1.1%
  - Triangle region +2.7%
  - Western region +2.7%
- **RevPAR** is up year-to-date in all of the seven economic development regions of the state, particularly in the Carolinas and Triangle regions.
  - Northeast region +4.4%
  - Southeast region +3.2%
  - Eastern region +2.9%
  - Carolinas region +10.7%
  - Triad region +5.4%
  - Triangle region +9.5%
  - Western region +1.6%
- **Room Demand** is up all of the regions of the state year-to-date through August, particularly in the Triangle and Carolinas regions.
  - Northeast region +0.7%
  - Southeast region +3.3%
  - Eastern region +4.4%
  - Carolinas region +8.0%
  - Triad region +4.0%
  - Triangle region +8.6%
  - Western region +0.3%
- **Room Supply** is up in five of the economic development regions year-to-date through August. The Carolinas and Triad regions have fairly flat supply growth, while the Northeast Region room supply is down two percent.
  - Northeast region -2.0%
  - Southeast region +2.0%
  - Eastern region +1.9%
  - Carolinas region +0.4%
  - Triad region -0.3%
  - Triangle region +1.8%
  - Western region +1.4%