

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

### Statewide

- Hotel/motel **occupancy** increased 3.9% statewide in December 2011 from December 2010.
  - The US experienced an increase of 4.1% in **occupancy** for the month of December 2011.
  - The South Atlantic had an increase of 3.7% in **occupancy** in December 2011.
- December 2011 **room rates (ADR)** in North Carolina were up 4.0%.
  - The US saw an increase in **ADR** of 3.4% from December 2010 to December 2011.
  - The South Atlantic states' **ADR** was up 2.8% from December 2010 to December 2011.
- Statewide, **RevPAR** was up 8.0% from December of 2010.
  - Nationally, **RevPAR** was up 7.6% for the month of December.
  - **RevPAR** in the South Atlantic states was up 6.6% during this time frame.
- North Carolina **room revenues** increased 8.9% in December 2011.
  - Nationally, **room revenues** were up 8.1% from December 2010
  - South Atlantic states' **room revenues** were up 6.7% from December 2010.
- **Room Demand** increased 4.7% in the state from December 2010 to December 2011.
  - **Room demand** in the US increased by 4.6% in December 2011.
  - **Room demand** in the South Atlantic increased by 3.9% in December 2011.
- **Room Supply** increased by 0.8% in the state from December 2010 to December 2011.
  - **Room supply** in the US increased by 0.5% from December 2010 to December 2011.
  - **Room supply** in the South Atlantic increased by 0.1% in December 2011.

### Regional

- Six of the seven economic development regions of the state showed increases in **occupancy** rates for December 2011 from December 2010. The Triangle Region occupancy was flat from last December (-5.9%).
  - Northeast region +11.0%
  - Southeast region +1.4%
  - Eastern region +8.7%
  - Carolinas region +6.1%
  - Triad region +6.2%
  - Triangle region -0.1%
  - Western region +1.8%
- Six of the seven regions experienced increased **ADR** in December 2011 from December 2010. The Eastern Region was flat from last December. **ADR** in the Carolinas Region increased five percent from last December, followed closely in growth by the Western Region (+4.6%).
  - Northeast region +2.1%
  - Southeast region +4.2%
  - Eastern region -0.2%
  - Carolinas region +5.0%
  - Triad region +4.2%
  - Triangle region +4.3%
  - Western region +4.6%
- **RevPAR** was up in all of the seven economic development regions of the state for December 2011 from December 2010.
  - Northeast region +13.3%
  - Southeast region +5.7%
  - Eastern region +8.6%
  - Carolinas region +11.3%
  - Triad region +10.6%
  - Triangle region +4.1%
  - Western region +6.4%
- **Room Demand** was up in all of the economic development regions of the state for December 2011 from 2010. The Triangle Region had had less than a one percent increase in room demand.
  - Northeast region +10.2%
  - Southeast region +3.6%
  - Eastern region +11.5%
  - Carolinas region +5.9%
  - Triad region +5.5%
  - Triangle region +0.6%
  - Western region +4.3%
- **Room Supply** was up in four of the seven of the economic development regions of the state for December 2011 from December 2010, particularly in the Southeast, Eastern and Western regions.
  - Northeast region -0.7%
  - Southeast region +2.2%
  - Eastern region +2.5%
  - Carolinas region -0.2%
  - Triad region -0.7%
  - Triangle region +0.7%
  - Western region +2.5%

# Year-End 2011 Lodging Report

## Statewide & Competitive State Comparison

- Hotel/motel **occupancy** was up 4.0% statewide from 2010 to 2011.
  - The US **occupancy** was up 4.4% in 2011 from 2010.
  - The South Atlantic states occupancy was up 4.2% in 2011 from 2010.
- **Room rates (ADR)** in North Carolina were up 2.6% from 2010 to 2011.
  - The US **ADR** was up 3.7% in 2011 from 2010.
  - The South Atlantic states **ADR** was up 2.7% in 2011 from 2010.
- Statewide, **RevPAR** was up 6.7% in 2011 from 2010.
  - Nationally, **RevPAR** was also up 8.2% in 2011 from 2010.
  - The South Atlantic states **RevPAR** was up 7.0% in 2011 from 2010.
- North Carolina **room revenues** were up 7.6% from 2010 to 2011.
  - Nationally, **room revenues** were also up 8.8% in 2011 from 2010.
  - The South Atlantic states **room revenues** were up 7.2% in 2011 from 2010.
- **Room Demand** was up 4.9% in the state from 2010 to 2011.
  - Nationally, **room demand** was also up 5.0% in 2011 from 2010.
  - The South Atlantic states **room demand** was up 4.4% in 2011 from 2010.
- **Room Supply** was up 0.9% in the state from 2010 to 2011.
  - Nationally, **room supply** was also up 0.6% in 2011 from 2010.
  - The South Atlantic states **room supply** was up 0.2% in 2011 from 2010.

## Regional

- **Occupancy** in five of the seven economic development regions of the state was up in 2011 from 2010. The Southeast and Western regions are down just less than one percent.
  - Northeast region +5.3%
  - Southeast region -0.7%
  - Eastern region +4.8%
  - Carolinas region +7.4%
  - Triad region +4.5%
  - Triangle region +4.4%
  - Western region -0.5%
- **ADR** in all of the seven regions of the state was up from 2010 to 2011, particularly in the Southeast, Triangle, and Carolinas regions.
  - Northeast region +0.5%
  - Southeast region +3.2%
  - Eastern region +0.6%
  - Carolinas region +3.1%
  - Triad region +2.0%
  - Triangle region +3.2%
  - Western region +2.9%
- **RevPAR** was up in 2011 from 2010 in all of the seven economic development regions of the state, especially in the Carolinas and Triangle regions.
  - Northeast region +5.9%
  - Southeast region +2.5%
  - Eastern region +5.5%
  - Carolinas region +10.8%
  - Triad region +6.6%
  - Triangle region +7.8%
  - Western region +2.4%
- **Room Demand** was up all of the regions of the state in 2011, particularly in the Triangle, Carolinas and Eastern regions.
  - Northeast region +3.6%
  - Southeast region +1.3%
  - Eastern region +7.2%
  - Carolinas region +7.3%
  - Triad region +4.0%
  - Triangle region +6.1%
  - Western region +1.2%
- **Room Supply** was up in 2011 in four of the economic development regions. The Carolinas and Triad regions showed fairly flat growth in room supply.
  - Northeast region -1.6%
  - Southeast region +2.0%
  - Eastern region +2.3%
  - Carolinas region -0.1%
  - Triad region -0.4%
  - Triangle region +1.6%
  - Western region +1.7%