

July 2010 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 9.8% statewide in July 2010 from July 2009.
 - US **occupancy** was up 7.0% for the month of July 2010.
- July 2010 **room rates (ADR)** in North Carolina were down -0.2% from last July.
 - Growth in the US **ADR** was up 1.3% from July 2009 to July 2010.
- Statewide, **RevPAR** was up 9.6% from July 2009 to July 2010.
 - Nationally, **RevPAR** was up 8.5% for the month of July.
- North Carolina **room revenues** increased 12.3% in July 2010.
 - Nationally, **room revenues** were up 10.5% from July 2009.
- **Room Demand** increased 12.4% in the state from July 2009 to July 2010.
 - Nationally, **room demand** was up 9.0% from July 2009 to July 2010.
- **Room Supply** increased by 2.4% in the state from July 2009 to July 2010.
 - Nationally, **room supply** was up 1.9% from July 2009 to July 2010.

Regional

- All of the seven economic development regions of the state showed increases in **occupancy** rates for July 2010 from July 2009.
 - Northeast region +7.1%
 - Southeast region +11.0%
 - Eastern region +10.0%
 - Carolinas region +17.2%
 - Triad region +4.7%
 - Triangle region +7.7%
 - Western region +6.7%
- Four of the seven regions showed increased **ADR** in July 2010 from July 2009, particularly the Northeast Region with over 3 percent increase in rates.
 - Northeast region +3.2%
 - Southeast region -2.9%
 - Eastern region +0.2%
 - Carolinas region +1.4%
 - Triad region -2.9%
 - Triangle region -1.2%
 - Western region +2.7%
- **RevPAR** was up in all of the seven economic development regions of the state for July 2010 from July 2009, particularly in the Carolinas Region (+18.9%).
 - Northeast region +10.5%
 - Southeast region +7.8%
 - Eastern region +10.3%
 - Carolinas region +18.9%
 - Triad region +1.7%
 - Triangle region +6.4%
 - Western region +9.6%
- **Room Demand** was up in all of the seven of the economic development regions of the state for July 2010 from July 2009. The Carolinas, Southeast, Eastern and Triangle regions had over 10% growth in July.
 - Northeast region +7.0%
 - Southeast region +13.1%
 - Eastern region +13.0%
 - Carolinas region +21.5%
 - Triad region +5.4%
 - Triangle region +11.6%
 - Western region +8.3%
- **Room Supply** was up in six of the seven of the economic development regions of the state for July 2010 from July 2009. The Northeast region supply was flat over this time period.
 - Northeast region 0.0%
 - Southeast region +1.9%
 - Eastern region +2.7%
 - Carolinas region +3.6%
 - Triad region +0.7%
 - Triangle region +3.6%
 - Western region +1.5%

Year-To-Date (through July 2010) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 6.0% statewide YTD (through July) 2010.
 - The US **occupancy** is up 4.8% YTD (through July) 2010.
 - The South Atlantic states **occupancy** is up 4.7% YTD (through July) 2010.

- YTD **room rates (ADR)** in North Carolina are down -1.8%.
 - The US **ADR** is down -1.4% year-to-date
 - The South Atlantic states **ADR** is down -2.6% year-to-date.

- Statewide, **RevPAR** is up 4.1% year-to-date.
 - Nationally, **RevPAR** is up 3.3% year-to-date.
 - The South Atlantic states **RevPAR** is up 2.0% year-to-date.

- North Carolina **room revenues** are up 6.9% year-to date.
 - Nationally, **room revenues** are up 5.8% year-to-date.
 - The South Atlantic states **room revenues** are up 4.7% year-to-date.

- **Room Demand** is up 8.9% in the state year-to-date.
 - Nationally, **room demand** is also up 7.3% year-to-date.
 - The South Atlantic states **room demand** is up 7.5% year-to-date.

- **Room Supply** is up 2.7% in the state year-to-date.
 - Nationally, **room supply** is also up 2.4% year-to-date.
 - The South Atlantic states **room supply** is up 2.7% year-to-date.

Regional

- **Occupancy** in all of the seven economic development regions of the state is up year-to-date (through July). The Carolinas Region has the largest increase year-to-date, followed by the Southeast and Northeast regions.
 - Northeast region +5.5%
 - Southeast region +5.9%
 - Eastern region +4.8%
 - Carolinas region +9.6%
 - Triad region +5.2%
 - Triangle region +4.7%
 - Western region +3.5%
- **ADR** in two of the seven regions is up year-to-date through July. The Northeast Region nearly two percent.
 - Northeast region +1.9%
 - Southeast region -3.0%
 - Eastern region -0.1%
 - Carolinas region -2.7%
 - Triad region -2.2%
 - Triangle region -3.3%
 - Western region +0.9%
- **RevPAR** is up year-to-date in all of the seven economic development regions of the state.
 - Northeast region +7.5%
 - Southeast region +2.7%
 - Eastern region +4.7%
 - Carolinas region +6.6%
 - Triad region +2.9%
 - Triangle region +1.3%
 - Western region +4.4%
- **Room Demand** is up in all of the economic development regions of the state year-to-date through July, particularly in the Carolinas (Charlotte) region.
 - Northeast region +5.5%
 - Southeast region +8.5%
 - Eastern region +7.2%
 - Carolinas region +14.2%
 - Triad region +6.8%
 - Triangle region +7.8%
 - Western region +5.9%
- **Room Supply** is up in six of the economic development regions of the state year-to-date through July. The Northeast region supply is flat.
 - Northeast region 0.0%
 - Southeast region +2.5%
 - Eastern region +2.3%
 - Carolinas region +4.2%
 - Triad region +1.5%
 - Triangle region +3.0%
 - Western region +2.4%

The seven economic development regions of North Carolina are as follows:

- 1 – Northeast (Bertie, Camden, Chowan, Currituck, Gates, Halifax, Hertford, Northampton, Pasquotank, Perquimans, Beaufort, Dare, Hyde, Martin, Tyrrell, Washington).
- 2 – Eastern (Carteret, Craven, Jones, Onslow, Pamlico, Duplin, Edgecombe, Green, Lenoir, Nash, Pitt, Wayne, Wilson).
- 3 – Southeast (Brunswick, Columbus, New Hanover, Pender, Bladen, Cumberland, Hoke, Richmond, Robeson, Sampson, Scotland).
- 4 – Triangle (Franklin, Harnett, Johnston, Vance, Wake, Warren, Chatham, Durham, Granville, Lee, Moore, Orange, Person).
- 5 – Triad (Alamance, Caswell, Guilford, Montgomery, Randolph, Rockingham, Davidson, Davie, Forsyth, Stokes, Surry, Yadkin).
- 6 – Carolinas (Alexander, Catawba, Cleveland, Iredell, Rowan, Anson, Cabarrus, Gaston, Lincoln, Mecklenburg, Stanly, Union).
- 7 – Western (Alleghany, Ashe, Avery, Buncombe, Burke, Caldwell, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, McDowell, Mitchell, Polk, Rutherford, Swain, Transylvania, Watauga, Wilkes, Yancey).