

March 2012 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 7.4% statewide in March 2012 from March 2011.
 - **US occupancy** increased 4.0% in March 2012 from March 2011.
 - South Atlantic states **occupancy** increased 3.9% in March 2012 from March 2011.
- March 2012 **room rates (ADR)** in North Carolina were up 4.1%.
 - **Room rates** in the US increased 3.9% from March 2011.
 - **Room rates** in the South Atlantic states increased 3.5% from March 2011.
- Statewide, **RevPAR** was up 11.8% from March of 2011.
 - **US RevPAR** increased 8.0% from March 2011.
 - South Atlantic **RevPAR** increased 7.5% from March 2011.
- North Carolina **room revenues** increased 12.5% in March 2012.
 - **Room revenues** in the US increased 8.3% from March 2011 to March 2012.
 - **Room revenues** in the South Atlantic increased 7.4% from March 2011 to March 2012.
- **Room Demand** increased 8.1% in the state from March 2011 to March 2012.
 - **Room demand** in the US increased 4.3% in March 2012 from March 2011.
 - **Room demand** in the South Atlantic increased 3.8% in March 2012 from March 2011.
- **Room Supply** increased by 0.7% in the state from March 2011 to March 2012.
 - **US room supply** increased 0.3% in March 2012
 - South Atlantic **room supply** decreased 0.1% from March 2011 to March 2012.

Regional

- All of the seven economic development regions of the state showed increases in **occupancy** rates for March 2012 from March 2011. In particular, the Northeast, Western and Eastern regions had occupancy growth in the double digits.
 - Northeast region +17.6%
 - Southeast region +2.9%
 - Eastern region +10.8%
 - Carolinas region +8.3%
 - Triad region +9.3%
 - Triangle region +2.2%
 - Western region +13.4%
- Six of the seven regions experienced increased **ADR** in March 2012 from March 2011. The Eastern Region had a slight decrease in ADR from last March.
 - Northeast region +0.7%
 - Southeast region +2.4%
 - Eastern region -1.4%
 - Carolinas region +7.3%
 - Triad region +0.4%
 - Triangle region +4.6%
 - Western region +6.4%
- **RevPAR** was up in all of the seven economic development regions of the state for March 2012 from March 2011, particularly in the Western Region (+20%).
 - Northeast region +18.5%
 - Southeast region +5.4%
 - Eastern region +9.3%
 - Carolinas region +16.3%
 - Triad region +9.7%
 - Triangle region +6.9%
 - Western region +20.6%
- **Room Demand** was up in all of the economic development regions of the state for March 2012 from 2011. The Northeast and Western regions in particular had significant growth in demand, with nearly twenty percent growth.
 - Northeast region +19.2%
 - Southeast region +3.6%
 - Eastern region +11.1%
 - Carolinas region +8.0%
 - Triad region +8.5%
 - Triangle region +3.7%
 - Western region +16.3%
- **Room Supply** was up in five of the seven of the economic development regions of the state for March 2012 from March 2011, particularly in the Western Region.
 - Northeast region +1.4%
 - Southeast region +0.7%
 - Eastern region +0.2%
 - Carolinas region -0.2%
 - Triad region -0.7%
 - Triangle region +1.5%
 - Western region +2.6%

Year-To-Date (through March 2012) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 4.7% statewide YTD (through March) 2012.
 - The US **occupancy** is up 3.8% in 2012 from 2011.
 - The South Atlantic states **occupancy** is up 3.7% in 2012 from 2011.
- YTD **room rates (ADR)** in North Carolina are up 3.7%.
 - The US **ADR** is up 4.0% in 2012 from 2011.
 - The South Atlantic states **ADR** is up 3.6% in 2012 from 2011.
- Statewide, **RevPAR** is up 8.6% year-to-date.
 - Nationally, **RevPAR** is also up 7.9% in 2012 from 2011.
 - The South Atlantic states **RevPAR** is up 7.4% in 2012 from 2011.
- North Carolina **room revenues** are up 9.3% year-to date.
 - Nationally, **room revenues** are also up 8.3% in 2012 from 2011.
 - The South Atlantic states **room revenues** are up 7.3% in 2012 from 2011.
- **Room Demand** is up +5.4% in the state year-to-date.
 - Nationally, **room demand** is also up 4.1% in 2012 from 2011.
 - The South Atlantic states **room demand** is up 3.6% in 2012 from 2011.
- **Room Supply** is up 0.7% in the state year-to-date.
 - Nationally, **room supply** is up 0.3% in 2012 from 2011.
 - 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 March). The Western Region, in particular, is up over ten percent from year-to-date 2011.
 - Northeast region +7.7%
 - Southeast region +2.3%
 - Eastern region +5.8%
 - Carolinas region +4.6%
 - Triad region +7.2%
 - Triangle region +1.6%
 - Western region +10.4%
- **ADR** in six of the seven regions is up year-to-date through March. ADR change in the Eastern Region is close to flat.
 - Northeast region +2.6%
 - Southeast region +2.7%
 - Eastern region -0.3%
 - Carolinas region +4.9%
 - Triad region +1.0%
 - Triangle region +5.1%
 - Western region +5.2%
- **RevPAR** is up year-to-date in all of the seven economic development regions of the state. The Western Region is up over sixteen percent.
 - Northeast region +10.5%
 - Southeast region +5.1%
 - Eastern region +5.5%
 - Carolinas region +9.8%
 - Triad region +8.3%
 - Triangle region +6.8%
 - Western region +16.2%
- **Room Demand** is up all of the economic development regions of the state year-to-date through March, particularly in the Western Region (+13.3%).
 - Northeast region +8.7%
 - Southeast region +3.3%
 - Eastern region +6.1%
 - Carolinas region +4.6%
 - Triad region +6.5%
 - Triangle region +2.8%
 - Western region +13.3%
- **Room Supply** is slightly up in five of the economic development regions year-to-date through March.
 - Northeast region +0.9%
 - Southeast region +0.9%
 - Eastern region +0.2%
 - Carolinas region -0.1%
 - Triad region -0.7%
 - Triangle region +1.2%
 - Western region +2.6%