

October 2010 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 9.1% statewide in October 2010 from October 2009.
 - US **occupancy** was up 6.9% for the month of October 2010.
- October 2010 **room rates (ADR)** in North Carolina were up 0.4% from last October.
 - Growth in the US **ADR** was up 1.2% from October 2009 to October 2010.
- Statewide, **RevPAR** was up 9.5% from October 2009 to October 2010.
 - Nationally, **RevPAR** was up 8.2% for the month of October.
- North Carolina **room revenues** increased 11.4% in October 2010.
 - Nationally, **room revenues** were up 9.7% from October 2009.
- **Room Demand** increased 11.0% in the state from October 2009 to October 2010.
 - Nationally, **room demand** was up 8.4% from October 2009 to October 2010.
- **Room Supply** increased by 1.8% in the state from October 2009 to October 2010.
 - Nationally, **room supply** was up 1.4% from October 2009 to October 2010.

Regional

- All of the seven economic development regions of the state showed increases in **occupancy** rates for October 2010 from October 2009, particularly the Southeast and Triad regions.
 - Northeast region +6.1%
 - Carolinas region +7.9%
 - Triangle region +9.5%
 - Southeast region +14.9%
 - Triad region +11.0%
 - Western region +7.1%
 - Eastern region +5.9%
- Four of the seven regions showed increased **ADR** in October 2010 from October 2009, particularly the Northeast Region with over 4 percent increase in rates.
 - Northeast region +4.5%
 - Carolinas region +1.1%
 - Triangle region -1.1%
 - Southeast region +1.3%
 - Triad region +1.2%
 - Western region -0.2%
 - Eastern region -0.1%
- **RevPAR** was up in all of the seven economic development regions of the state for October 2010 from October 2009, particularly in the Southeast (+16.4%) and Triad regions (+12.4%).
 - Northeast region +10.9%
 - Carolinas region +9.1%
 - Triangle region +8.3%
 - Southeast region +16.4%
 - Triad region +12.4%
 - Western region +7.0%
 - Eastern region +5.8%
- **Room Demand** was up in all of the seven of the economic development regions of the state for October 2010 from October 2009. The Southeast, Carolinas, Triangle and Triad regions had over 10% growth in October.
 - Northeast region +4.7%
 - Carolinas region +10.0%
 - Triangle region +13.3%
 - Southeast region +16.8%
 - Triad region +12.4%
 - Western region +8.2%
 - Eastern region +7.6%
- **Room Supply** was up in six of the seven of the economic development regions of the state for October 2010 from October 2009. The Northeast region supply was down 1.3% this time period.
 - Northeast region -1.3%
 - Carolinas region +1.9%
 - Triangle region +3.5%
 - Southeast region +1.7%
 - Triad region +1.2%
 - Western region +1.0%
 - Eastern region +1.5%

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

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 6.8% statewide YTD (through October) 2010.
 - The US **occupancy** is up 5.4% YTD (through October) 2010.
 - The South Atlantic states **occupancy** is up 5.6% YTD (through October) 2010.

- YTD **room rates (ADR)** in North Carolina are down -1.2%.
 - The US **ADR** is down -0.5% year-to-date
 - The South Atlantic states **ADR** is down -1.6% year-to-date.

- Statewide, **RevPAR** is up 5.5% year-to-date.
 - Nationally, **RevPAR** is up 4.9% year-to-date.
 - The South Atlantic states **RevPAR** is up 4.0% year-to-date.

- North Carolina **room revenues** are up 8.1% year-to date.
 - Nationally, **room revenues** are up 7.1% year-to-date.
 - The South Atlantic states **room revenues** are up 6.4% year-to-date.

- **Room Demand** is up 9.4% in the state year-to-date.
 - Nationally, **room demand** is also up 7.6% year-to-date.
 - The South Atlantic states **room demand** is up 8.1% year-to-date.

- **Room Supply** is up 2.5% in the state year-to-date.
 - Nationally, **room supply** is also up 2.1% year-to-date.
 - The South Atlantic states **room supply** is up 2.3% year-to-date.

Regional

- **Occupancy** in all of the seven economic development regions of the state is up year-to-date (through October). The Carolinas Region has the largest increase year-to-date, followed by the Southeast and Eastern regions.
 - Northeast region +5.7%
 - Southeast region +7.7%
 - Eastern region +6.5%
 - Carolinas region +9.5%
 - Triad region +6.1%
 - Triangle region +5.3%
 - Western region +4.6%

- **ADR** in two of the seven regions is up year-to-date through October. The Northeast Region is up by just over two percent.
 - Northeast region +2.1%
 - Southeast region -2.2%
 - Eastern region -0.1%
 - Carolinas region -1.3%
 - Triad region -1.7%
 - Triangle region -2.4%
 - Western region +0.6%

- **RevPAR** is up year-to-date in all of the seven economic development regions of the state.
 - Northeast region +8.0%
 - Southeast region +5.4%
 - Eastern region +6.4%
 - Carolinas region +8.1%
 - Triad region +4.2%
 - Triangle region +2.8%
 - Western region +5.2%

- **Room Demand** is up in all of the economic development regions of the state year-to-date through October, particularly in the Carolinas (Charlotte) region.
 - Northeast region +5.0%
 - Southeast region +10.1%
 - Eastern region +8.7%
 - Carolinas region +13.6%
 - Triad region +7.4%
 - Triangle region +8.6%
 - Western region +6.6%

- **Room Supply** is up in six of the economic development regions of the state year-to-date through October. The Northeast region supply is down less than one percent.
 - Northeast region -0.7%
 - Southeast region +2.3%
 - Eastern region +2.1%
 - Carolinas region +3.8%
 - Triad region +1.3%
 - Triangle region +3.2%
 - Western region +2.0%

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).