

Smith Travel Research - North Carolina Report

Year-To-Date (through May 2009) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is down -12.8% statewide YTD (through May) 2009.
 - The US **occupancy** is down -11.2% YTD (through May) 2009.
 - The South Atlantic states **occupancy** is down -9.8% (through May) 2009.
 - South Carolina **occupancy** is down -11.0% (through May) 2009.

- YTD **room rates (ADR)** in North Carolina are down -5.2%.
 - The US **ADR** is down -8.5% year-to-date
 - The South Atlantic states **ADR** is down -7.1% year-to-date.
 - South Carolina **ADR** is down -6.8% year-to-date.

- Statewide, **RevPAR** is down -17.4% year-to-date.
 - Nationally, **RevPAR** is also down -18.7% year-to-date.
 - The South Atlantic states **RevPAR** is down -16.3% year-to-date.
 - South Carolina **RevPAR** is down -17.0% year-to-date.

- North Carolina **room revenues** are down -15.5% year-to date.
 - Nationally, **room revenues** are also down -16.1% year-to-date.
 - The South Atlantic states **room revenues** are down -13.4% year-to-date.
 - South Carolina **room revenues** are down -15.1% year-to-date.

- **Room Demand** is down -9.4% in the state year-to-date.
 - Nationally, **room demand** is also down -8.3% year-to-date.
 - The South Atlantic states **room demand** is down -6.8% year-to-date.
 - South Carolina **room demand** is down -9.0% year-to-date.

- **Room Supply** is up 3.0% in the state year-to-date.
 - Nationally, **room demand** is also up +3.2% year-to-date.
 - The South Atlantic states **room demand** is up 3.4% year-to-date.
 - South Carolina **room demand** is up 2.3% year-to-date.

Regional

- **Occupancy** in all seven economic development regions of the state is down year-to-date (through May).
 - Northeast region -7.9%
 - Southeast region -11.6%
 - Eastern region -10.0%
 - Carolinas region -17.5%
 - Triad region -12.5%
 - Triangle region -11.6%
 - Western region -10.7%
- **ADR** in six of the seven regions is up year-to-date through May. The Eastern region ADR was up +0.2% from last May.
 - Northeast region -0.6%
 - Southeast region -2.6%
 - Eastern region +0.2%
 - Carolinas region -6.8%
 - Triad region -4.9%
 - Triangle region -6.9%
 - Western region -4.9%
- **RevPAR** is down year-to-date in all of the seven economic development regions of the state.
 - Northeast region -8.4%
 - Southeast region -13.9%
 - Eastern region -9.8%
 - Carolinas region -23.1%
 - Triad region -16.8%
 - Triangle region -17.7%
 - Western region -15.1%
- **Room Demand** is down in all of the economic development regions of the state year-to-date through May.
 - Northeast region -5.7%
 - Southeast region -8.1%
 - Eastern region -6.0%
 - Carolinas region -15.1%
 - Triad region -10.3%
 - Triangle region -8.9%
 - Western region -9.4%
- **Room Supply** is up in all of the economic development regions of the state year-to-date through May.
 - Northeast region +2.4%
 - Southeast region +4.0%
 - Eastern region +4.5%
 - Carolinas region +3.0%
 - Triad region +2.5%
 - Triangle region +3.0%
 - Western region +1.5%