

Tab 2 - Multi-Segment

Currency: USD - US Dollar

North Carolina Restaurant and Lodging Association

For the month of: July 2025

	Current Month - July 2025 vs July 2024												Year to Date - July 2025 vs July 2024												Participation			
	Occ %		ADR		RevPAR		Percent Change from July 2024						Occ %		ADR		RevPAR		Percent Change from YTD 2024						Properties		Rooms	
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	68.2	68.9	161.90	162.14	110.37	111.63	-1.0	-0.1	-1.1	-0.3	0.9	-0.1	63.1	63.5	160.41	158.64	101.15	100.71	-0.7	1.1	0.4	1.2	0.7	0.1	64611	38467	5714543	4364071
South Atlantic	66.9	67.1	153.75	152.70	102.92	102.51	-0.3	0.7	0.4	1.4	1.0	0.7	66.2	66.1	167.41	163.36	110.76	107.94	0.1	2.5	2.6	3.6	1.0	1.1	13614	8868	1328670	1064519
North Carolina	65.0	65.9	130.83	130.93	85.07	86.34	-1.4	-0.1	-1.5	-0.6	0.9	-0.5	62.5	62.5	128.52	125.83	80.37	78.63	0.1	2.1	2.2	3.2	1.0	1.0	2051	1371	172363	140876

A blank row indicates insufficient data.

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