

# August 2019 Monthly Lodging Report (Smith Travel Research)

## Statewide

- NC hotel/motel **occupancy** increased 1.6% August in August 2019 from August 2018 (two-year change, +3.3%)
  - US **occupancy** was flat in August 2019 from August 2018 (two-year change, +1.1%).
  - South Atlantic states **occupancy decreased** 1.4% in August 2019 from August 2018 (two-year change, +0.1%).
- August 2019 **room rates (ADR)** in North Carolina were up 2.8% (two-year change, +3.0%).
  - **Room rates** in the US increased 0.9% from August 2018 (two-year change, +3.7%).
  - **Room rates** in the South Atlantic states increased 1.6% from August 2018 (two-year change, +4.0%)
- Statewide, **RevPAR** was up 4.4% from August of 2018 (two-year change, +6.4%).
  - US **RevPAR** increased 0.9% from August 2018 (two-year change, +4.8%).
  - South Atlantic **RevPAR** increased 0.2% from August 2018 (two-year change, +4.1%).
- **Room Supply** increased by 0.5% in the state from August 2018 to August 2019 (two-year change +2.8%).
  - US **room supply** increased 2.0% in August 2019 (two-year change, +3.8%).
  - South Atlantic **room supply** was up 1.9% from August 2018 to August 2019 (two-year change, +3.3%).
- **Room Demand** increased 2.2% in the state from August 2018 to August 2019 (two-year change +6.2%).
  - **Room demand** in the US increased 2.0% in August 2019 from August 2018 (two-year change, +4.9%).
  - **Room demand** in the South Atlantic increased 0.5% in August 2019 from August 2018 (two-year change, +3.5%).
- North Carolina **room revenues** increased 5.0% in August 2019 (two-year change +9.4%).
  - **Room revenues** in the US increased 2.9% from August 2018 to August 2019 (two-year change, +8.7%).
  - **Room revenues** in the South Atlantic increased 2.1% from August 2018 to August 2019 (two-year change, +7.6%).

## Regional

- Four of the regions posted gains in **occupancy** rates in August 2019 from 2018. The North Central and Piedmont Triad regions had nearly six percent growth in occupancy each.
  - Western Region -2.9% (-0.8%)
  - Piedmont Triad Region +5.8% (+4.2%)
  - Northeast Region +0.3% (+8.6%)
  - Northwest Region -3.3% (+0.7%)
  - North Central Region +5.9% (+7.9%)
  - Southeast Region +2.6% (+9.4%)
  - Southwest Region -0.2% (-2.8%)
  - Sandhills Region -0.4% (+4.7%)
- Each of the eight zones experienced increased **ADR** in August 2019 from August 2018. The Southeast Region led the state in ADR growth in August with eight percent growth, followed by the Sandhills Region with six percent growth. Two-year percent change can be found in parentheses.
  - Western Region +2.4% (+3.6%)
  - Piedmont Triad Region +4.6% (+3.6%)
  - Northeast Region +1.7% (+2.9%)
  - Northwest Region +2.7% (+5.7%)
  - North Central Region +2.9% (+5.8%)
  - Southeast Region +8.2% (+11.3%)
  - Southwest Region +0.9% (-3.4%)
  - Sandhills Region +6.1% (+7.7%)
- **RevPAR** was up in six of the regions in August 2019 from August 2018. Two-year percent changes also show increases in each region (in parentheses).
  - Western Region -0.6% (+2.8%)
  - Piedmont Triad Region +10.7% (+8.0%)
  - Northeast Region +2.1% (+11.7%)
  - Northwest Region -0.7% (+6.4%)
  - North Central Region +8.9% (+14.2%)
  - Southeast Region +11.1% (+21.8%)
  - Southwest Region +0.7% (-6.1%)
  - Sandhills Region +5.6% (+12.8%)
- **Room Supply** was up in six of the eight regions of the state in August 2019 from August 2018, particularly in the Southwest Region with more than two percent growth. The Southeast Region is still down more than six percent in room supply due to the hurricanes last fall.
  - Western Region -0.2% (+2.5%)
  - Piedmont Triad Region +2.0% (+2.4%)
  - Northeast Region +1.5% (+2.0%)
  - Northwest Region +1.2% (+1.2%)
  - North Central Region +0.7% (+3.6%)
  - Southeast Region -6.2% (-4.8%)
  - Southwest Region +2.1% (+6.1%)
  - Sandhills Region +1.5% (+3.9%)
- **Room Demand** was up in five of the regions in August 2019 from 2018. The Piedmont Triad Region demand was up nearly eight percent and the North Central Region was up nearly seven percent in August. The two-year change for each region is shown in parentheses.
  - Western Region -3.1% (+1.7%)
  - Piedmont Triad Region +7.9% (+6.7%)
  - Northeast Region +1.8% (+10.8%)
  - Northwest Region -2.2% (+1.9%)
  - North Central Region +6.7% (+11.7%)
  - Southeast Region -3.7% (+4.1%)
  - Southwest Region +1.9% (+3.1%)
  - Sandhills Region +1.1% (+8.8%)
- **Room Revenues** were up in seven of the prosperity zones of the state for August 2019 from 2018, with the Piedmont Triad Region posting double-digit growth and the North Central Region with nearly ten percent growth from last August.
  - Western Region -0.7% (+5.4%)
  - Piedmont Triad Region +12.9% (+10.5%)
  - Northeast Region +3.6% (+14.0%)
  - Northwest Region +0.5% (+7.7%)
  - North Central Region +9.7% (+18.3%)
  - Southeast Region +4.2% (+15.9%)
  - Southwest Region +2.9% (-0.4%)
  - Sandhills Region +7.2% (+17.2%)

# Year-To-Date (through August 2019) Lodging Report

## Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 4.4% statewide YTD (through August) 2019 (two-year change, +4.2%).
  - The US **occupancy** is up 0.1% in 2019 from 2018 (two-year change, +1.0%).
  - The South Atlantic states **occupancy** is up 0.1% in 2019 from 2018 (two-year change, +0.6%).
- YTD **room rates (ADR)** in North Carolina are up 2.9% (two-year change, +4.6%).
  - The US **ADR** is up 1.1% in 2019 from 2018 (two-year change, +3.9%).
  - The South Atlantic states **ADR** is up 1.7% in 2019 from 2018 (two-year change, +4.6%).
- Statewide, **RevPAR** is up 7.5% year-to-date (two-year change +9.1%).
  - Nationally, **RevPAR** is also up 1.2% in 2019 from 2018 (two-year change, +4.9%).
  - The South Atlantic states **RevPAR** is up 1.7% in 2019 from 2018 (two-year change, +5.2%).
- **Room Supply** is up 0.5% in the state year-to-date (two-year change, +3.0%).
  - Nationally, **room supply** is also up 2.0% in 2019 from 2018 (two-year change, +3.7%).
  - The South Atlantic states **room supply** is up 2.0% in 2019 from 2018 (two-year change, +3.3%).
- **Room Demand** is up 5.0% in the state year-to-date (two-year change, +7.3%).
  - Nationally, **room demand** is also up 2.1% in 2019 from 2018 (two-year change, +4.7%).
  - The South Atlantic states **room demand** is up 2.0% in 2019 from 2018 (two-year change, +3.8%).
- North Carolina **room revenues** are up 8.0% year-to date (two-year change, +12.3%).
  - Nationally, **room revenues** are also up 3.2% in 2019 from 2018 (two-year change, +8.8%).
  - The South Atlantic states **room revenues** are up 3.7% in 2019 from 2018 (two-year change, +8.6%).

## Regional

- **Occupancy** is up year-to-date in six of the eight regions (through August). The Southeast Region still has large growth in occupancy due primarily to supply decreases due to the hurricane last fall. For the two-year period, occupancy is up in seven regions (in parentheses).
  - Western Region +2.5% (+2.4%)      ○ Piedmont Triad Region +4.4% (+4.1%)      ○ Northeast Region +3.5% (+3.4%)
  - Northwest Region -0.2% (+3.3%)      ○ North Central Region +5.7% (+5.4%)      ○ Southeast Region +18.6% (+18.4%)
  - Southwest Region -0.7% (-0.8%)      ○ Sandhills Region +7.0% (+3.9%)
- **ADR** in each of the eight prosperity zones is up year-to-date through August. The Southeast Region ADR is up nearly nine percent year-to-date through August.
  - Western Region +0.6% (+2.4%)      ○ Piedmont Triad Region +2.0% (+5.5%)      ○ Northeast Region +3.2% (+3.8%)
  - Northwest Region +3.3% (+5.0%)      ○ North Central Region +2.7% (+5.3%)      ○ Southeast Region +8.8% (+9.7%)
  - Southwest Region +2.1% (+2.6%)      ○ Sandhills Region +5.9% (+7.6%)
- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state.
  - Western Region +3.1% (+4.8%)      ○ Piedmont Triad Region +6.4% (+9.8%)      ○ Northeast Region +6.8% (+7.3%)
  - Northwest Region +3.1% (+8.4%)      ○ North Central Region +8.6% (+11.0%)      ○ Southeast Region +29.1% (+29.9%)
  - Southwest Region +1.4% (+1.8%)      ○ Sandhills Region +13.3% (+11.8%)
- **Room Supply** is up in six of the prosperity zones year-to-date through August, particularly in the Southwest Region. The Southwest Region room supply is up nearly six percent over the last two years.
  - Western Region -0.1% (+4.3%)      ○ Piedmont Triad Region +1.4% (+2.5%)      ○ Northeast Region +0.2% (+1.6%)
  - Northwest Region +0.9% (+0.5%)      ○ North Central Region +1.5% (+4.7%)      ○ Southeast Region -8.6% (-6.7%)
  - Southwest Region +3.0% (+5.9%)      ○ Sandhills Region +1.9% (+4.2%)
- **Room Demand** is up each of the prosperity zones of the state year-to-date through August. The Southeast Region demand is up more than eight percent, in part due to hurricane recovery efforts. However, the Sandhills Region demand is up nine percent and the North Central Region demand is up seven percent. For the two-year period, room demand is up in each of the eight regions (in parentheses).
  - Western Region +2.4% (+6.8%)      ○ Piedmont Triad Region +5.8% (+6.7%)      ○ Northeast Region +3.7% (+5.0%)
  - Northwest Region +0.7% (+3.8%)      ○ North Central Region +7.3% (+10.4%)      ○ Southeast Region +8.4% (+10.5%)
  - Southwest Region +2.2% (+5.0%)      ○ Sandhills Region +9.0% (+8.2%)
- **Room Revenues** are up in each of the prosperity zones year-to-date through August. Revenues in the Southeast Region are up eighteen percent, followed by the Sandhills, North Central, Piedmont Triad and Northeast regions.
  - Western Region +3.0% (+9.3%)      ○ Piedmont Triad Region +7.9% (+12.5%)      ○ Northeast Region +7.1% (+9.0%)
  - Northwest Region +4.0% (+9.0%)      ○ North Central Region +10.2% (+16.3%)      ○ Southeast Region +18.0% (+21.3%)
  - Southwest Region +4.4% (+7.7%)      ○ Sandhills Region +15.4% (+16.4%)

## North Carolina Prosperity Zones

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