

March 2020 Monthly Lodging Report (Smith Travel Research)

Statewide

- NC hotel/motel **occupancy** decreased 38.1% statewide in March 2020 from March 2019 (two-year change, -34.8%).
 - US **occupancy** decreased 42.3% in March 2020 from March 2019 (two-year change, -42.5%).
 - South Atlantic states **occupancy** decreased 42.0% in March 2020 from March 2019 (two-year change, -42.0%).
- March 2020 **room rates (ADR)** in North Carolina were down 12.4% (two-year change, -9.8%).
 - **Room rates** in the US decreased 16.5% from March 2019 (two-year change, -16.1%).
 - **Room rates** in the South Atlantic states decreased 16.0% from March 2019 (two-year change, -15.4%).
- Statewide, **RevPAR** was down 45.8% from March of 2019 (two-year change, -41.2%).
 - US **RevPAR** decreased 51.9% from March 2019 (two-year change, -51.8%).
 - South Atlantic **RevPAR** decreased 51.3% from March 2019 (two-year change, -50.9%).
- **Room Supply** increased by 2.6% in the state from March 2019 to March 2020 (two-year change +3.2%).
 - US **room supply** increased 2.0% in March 2020 (two-year change, +4.1%).
 - South Atlantic **room supply** was up 2.2% from March 2019 to March 2020 (two-year change, +4.3%).
- **Room Demand** decreased 36.5% in the state from March 2019 to March 2020 (two-year change -32.7%).
 - **Room demand** in the US decreased 41.2% in March 2020 from March 2019 (two-year change, -40.1%).
 - **Room demand** in the South Atlantic decreased 40.7% in March 2020 from March 2019 (two-year change, -39.5%).
- North Carolina **room revenues** decreased 44.4% in March 2020 (two-year change -39.3%).
 - **Room revenues** in the US decreased 50.9% from March 2019 to March 2020 (two-year change, -49.8%).
 - **Room revenues** in the South Atlantic decreased 50.2% from March 2019 to March 2020 (two-year change, -48.8%).

Regional

- **Occupancy**
 - Western Region -45.4% (-42.4%)
 - Northwest Region -37.6% (-36.1%)
 - Southwest Region -38.6% (-39.7%)
 - Piedmont Triad Region -38.4% (-34.6%)
 - North Central Region -39.5% (-35.4%)
 - Sandhills Region -26.0% (-21.3%)
 - Northeast Region -31.7% (-29.9%)
 - Southeast Region -40.7% (-26.6%)
- **ADR**
 - Western Region -9.2% (-9.2%)
 - Northwest Region -9.9% (-5.8%)
 - Southwest Region -16.3% (-16.0%)
 - Piedmont Triad Region -9.9% (-6.3%)
 - North Central Region -12.8% (-9.7%)
 - Sandhills Region -6.4% (-2.4%)
 - Northeast Region -8.2% (-4.0%)
 - Southeast Region -10.1% (+0.7%)
- **RevPAR**
 - Western Region -50.4% (-47.7%)
 - Northwest Region -43.8% (-39.8%)
 - Southwest Region -48.6% (-49.3%)
 - Piedmont Triad Region -44.5% (-38.7%)
 - North Central Region -47.2% (-41.7%)
 - Sandhills Region -30.7% (-23.2%)
 - Northeast Region -37.3% (-32.7%)
 - Southeast Region -46.7% (-26.0%)
- **Room Supply**
 - Western Region +2.3% (+2.5%)
 - Northwest Region +2.3% (+3.6%)
 - Southwest Region +3.5% (+7.5%)
 - Piedmont Triad Region +2.8% (+3.8%)
 - North Central Region 0.0% (+1.7%)
 - Sandhills Region +1.6% (+3.4%)
 - Northeast Region +1.2% (+1.1%)
 - Southeast Region +8.6% (-1.8%)
- **Room Demand**
 - Western Region -44.1% (-40.9%)
 - Northwest Region -36.2% (-33.7%)
 - Southwest Region -36.5% (-35.2%)
 - Piedmont Triad Region -36.7% (-32.1%)
 - North Central Region -39.5% (-34.4%)
 - Sandhills Region -24.8% (-18.7%)
 - Northeast Region -30.8% (-29.2%)
 - Southeast Region -35.5% (-27.9%)
- **Room Revenues**
 - Western Region -49.3% (-46.3%)
 - Northwest Region -42.5% (-37.6%)
 - Southwest Region -46.8% (-45.5%)
 - Piedmont Triad Region -43.0% (-36.4%)
 - North Central Region -47.2% (-40.7%)
 - Sandhills Region -29.6% (-20.6%)
 - Northeast Region -36.5% (-32.0%)
 - Southeast Region -42.1% (-27.3%)

Year-To-Date (through March 2020) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is down 17.4% statewide YTD (through March) 2020 (two-year change, 11.3%).
 - The US **occupancy** is down 15.9% in 2020 from 2019 (two-year change, -15.8%).
 - The South Atlantic states **occupancy** is down 15.7% in 2020 from 2019 (two-year change, -15.1%).
- YTD **room rates (ADR)** in North Carolina are down 3.5% (two-year change, +0.1%).
 - The US **ADR** is down 4.0% in 2020 from 2019 (two-year change, -3.0%).
 - The South Atlantic states **ADR** is down 3.2% in 2020 from 2019 (two-year change, -1.8%).
- Statewide, **RevPAR** is down 20.3% year-to-date (two-year change -11.2%).
 - Nationally, **RevPAR** is also down 19.3% in 2020 from 2019 (two-year change, -18.3%).
 - The South Atlantic states **RevPAR** is down 18.4% in 2020 from 2019 (two-year change, -16.6%).
- **Room Supply** is up 2.9% in the state year-to-date (two-year change, +3.2%).
 - Nationally, **room supply** is also up 2.0% in 2020 from 2019 (two-year change, +4.2%).
 - The South Atlantic states **room supply** is up 2.3% in 2020 from 2019 (two-year change, +4.4%).
- **Room Demand** is down 15.0% in the state year-to-date (two-year change, -8.4%).
 - Nationally, **room demand** is also down 14.2% in 2020 from 2019 (two-year change, -12.2%).
 - The South Atlantic states **room demand** is down 13.8% in 2020 from 2019 (two-year change, -11.4%).
- North Carolina **room revenues** are down 18.0% year-to-date (two-year change, -8.3%).
 - Nationally, **room revenues** are also down 17.6% in 2020 from 2019 (two-year change, -14.9%).
 - The South Atlantic states **room revenues** are down 16.6% in 2020 from 2019 (two-year change, -13.0%).

Regional

- **Occupancy**
 - Western Region -19.0% (-13.0%)
 - Piedmont Triad Region -17.3% (-10.8%)
 - Northeast Region -15.2% (-10.5%)
 - Northwest Region -16.8% (-14.6%)
 - North Central Region -14.5% (-9.4%)
 - Southeast Region -28.6% (-3.3%)
 - Southwest Region -16.1% (-16.1%)
 - Sandhills Region -15.8% (-7.9%)
- **ADR**
 - Western Region +0.6% (0.0%)
 - Piedmont Triad Region -1.8% (+1.0%)
 - Northeast Region -2.7% (+1.9%)
 - Northwest Region -2.7% (+2.0%)
 - North Central Region -2.1% (+0.8%)
 - Southeast Region -4.5% (+7.5%)
 - Southwest Region -7.0% (-3.4%)
 - Sandhills Region -1.9% (+3.8%)
- **RevPAR**
 - Western Region -18.5% (-13.0%)
 - Piedmont Triad Region -18.8% (-9.9%)
 - Northeast Region -17.5% (-8.8%)
 - Northwest Region -19.1% (-12.8%)
 - North Central Region -16.3% (-8.6%)
 - Southeast Region -31.8% (+4.0%)
 - Southwest Region -21.9% (-18.9%)
 - Sandhills Region -17.4% (-4.4%)
- **Room Supply**
 - Western Region +2.5% (+2.6%)
 - Piedmont Triad Region +3.5% (+4.0%)
 - Northeast Region +1.4% (+1.1%)
 - Northwest Region +2.3% (+2.7%)
 - North Central Region 0.0% (+1.6%)
 - Southeast Region +9.2% (-2.2%)
 - Southwest Region +4.0% (+7.4%)
 - Sandhills Region +1.6% (+4.0%)
- **Room Demand**
 - Western Region -17.0% (-10.8%)
 - Piedmont Triad Region -14.4% (-7.3%)
 - Northeast Region -14.0% (-9.6%)
 - Northwest Region -14.9% (-12.2%)
 - North Central Region -14.5% (-8.0%)
 - Southeast Region -22.0% (-5.4%)
 - Southwest Region -12.7% (-9.9%)
 - Sandhills Region -14.5% (-4.2%)
- **Room Revenues**
 - Western Region -16.5% (-10.8%)
 - Piedmont Triad Region -15.9% (-6.4%)
 - Northeast Region -16.3% (-7.9%)
 - Northwest Region -17.2% (-10.4%)
 - North Central Region -16.3% (-7.2%)
 - Southeast Region -25.5% (+1.7%)
 - Southwest Region -18.8% (-13.0%)
 - Sandhills Region -16.2% (-0.6%)

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