

July 2020 Monthly Lodging Report (Smith Travel Research)

Statewide

- NC hotel/motel **occupancy** decreased 31.3% statewide in July 2020 from July 2019 (two-year change, -28.4%).
 - US **occupancy** decreased 36.1% in July 2020 from July 2019 (two-year change, -35.0%).
 - South Atlantic states **occupancy** decreased 35.4% in July 2020 from July 2019 (two-year change, -35.5%).
- July 2020 **room rates (ADR)** in North Carolina were down 14.1% (two-year change, -10.8%).
 - **Room rates** in the US decreased 24.8% from July 2019 (two-year change, -23.4%).
 - **Room rates** in the South Atlantic states decreased 16.4% from July 2019 (two-year change, -15.0%)
- Statewide, **RevPAR** was down 41.0% from July of 2019 (two-year change, -36.1%).
 - US **RevPAR** decreased 52.0% from July 2019 (two-year change, -49.5%).
 - South Atlantic **RevPAR** decreased 46.0% from July 2019 (two-year change, -44.7%).
- **Room Supply** increased by 0.8% in the state from July 2019 to July 2020 (two-year change -1.3%).
 - US **room supply** decreased 4.0% in July 2020 (two-year change, -3.8%).
 - South Atlantic **room supply** was down 4.1% from July 2019 to July 2020 (two-year change, -2.1%).
- **Room Demand** decreased 30.8% in the state from July 2019 to July 2020 (two-year change -27.4%).
 - **Room demand** in the US decreased 38.7% in July 2020 from July 2019 (two-year change, -37.4%).
 - **Room demand** in the South Atlantic decreased 38.1% in July 2020 from July 2019 (two-year change, -36.1%).
- North Carolina **room revenues** decreased 40.6% in July 2020 (two-year change -35.2%).
 - **Room revenues** in the US decreased 53.9% from July 2019 to July 2020 (two-year change, -51.1%).
 - **Room revenues** in the South Atlantic decreased 48.2% from July 2019 to July 2020 (two-year change, -44.9%).

Regional, July 2020

- **Occupancy**
 - Western Region -27.2% (-26.7%)
 - Northwest Region -25.7% (-24.0%)
 - Southwest Region -40.3% (-40.2%)
 - Piedmont Triad Region -38.1% (-33.6%)
 - North Central Region -42.3% (-36.6%)
 - Sandhills Region -14.1% (-11.0%)
 - Northeast Region -8.0% (-5.9%)
 - Southeast Region -17.6% (-11.4%)
- **ADR**
 - Western Region -14.1% (-11.8%)
 - Northwest Region -8.9% (-5.9%)
 - Southwest Region -27.9% (-25.6%)
 - Piedmont Triad Region -22.6% (-20.1%)
 - North Central Region -24.8% (-21.5%)
 - Sandhills Region -6.2% (-1.0%)
 - Northeast Region +3.5% (+6.2%)
 - Southeast Region -5.0% (-5.3%)
- **RevPAR**
 - Western Region -37.5% (-35.3%)
 - Northwest Region -32.3% (-28.4%)
 - Southwest Region -57.0% (-55.5%)
 - Piedmont Triad Region -52.1% (-46.9%)
 - North Central Region -56.6% (-50.3%)
 - Sandhills Region -19.5% (-11.9%)
 - Northeast Region -4.8% (0.0%)
 - Southeast Region -21.7% (-6.7%)
- **Room Supply**
 - Western Region -4.5% (-4.8%)
 - Northwest Region -2.9% (-1.8%)
 - Southwest Region +1.2% (+3.8%)
 - Piedmont Triad Region +1.5% (+3.6%)
 - North Central Region +0.4% (+1.4%)
 - Sandhills Region +0.8% (+2.3%)
 - Northeast Region +0.7% (+2.0%)
 - Southeast Region +7.4% (-0.4%)
- **Room Demand**
 - Western Region -30.5% (-30.3%)
 - Northwest Region -27.9% (-25.3%)
 - Southwest Region -39.6% (-37.9%)
 - Piedmont Triad Region -37.2% (-31.2%)
 - North Central Region -42.1% (-35.7%)
 - Sandhills Region -13.5% (-9.0%)
 - Northeast Region -7.4% (-4.0%)
 - Southeast Region -11.5% (-11.7%)
- **Room Revenues**
 - Western Region -40.3% (-38.5%)
 - Northwest Region -34.3% (-29.7%)
 - Southwest Region -56.4% (-53.8%)
 - Piedmont Triad Region -51.3% (-45.0%)
 - North Central Region -56.5% (-49.6%)
 - Sandhills Region -18.9% (-9.9%)
 - Northeast Region -4.1% (+1.9%)
 - Southeast Region -15.9% (-7.1%)

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

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is down 34.0% statewide YTD (through July) 2020 (two-year change, -30.9%).
 - The US **occupancy** is down 34.7% in 2020 from 2019 (two-year change, -34.6%).
 - The South Atlantic states **occupancy** is down 33.8% in 2020 from 2019 (two-year change, -33.5%).
- YTD **room rates (ADR)** in North Carolina are down 14.9% (two-year change, -12.2%).
 - The US **ADR** is down 18.1% in 2020 from 2019 (two-year change, -16.6%).
 - The South Atlantic states **ADR** is down 13.4% in 2020 from 2019 (two-year change, -11.8%).
- Statewide, **RevPAR** is down 43.8% year-to-date (two-year change -39.4%).
 - Nationally, **RevPAR** is also down 46.6% in 2020 from 2019 (two-year change, -46.0%).
 - The South Atlantic states **RevPAR** is down 42.6% in 2020 from 2019 (two-year change, -40.8%).
- **Room Supply** is down 0.3% in the state year-to-date (two-year change, +0.1%).
 - Nationally, **room supply** is also down 4.2% in 2020 from 2019 (two-year change, -4.0%).
 - The South Atlantic states **room supply** is down 4.7% in 2020 from 2019 (two-year change, -2.7%).
- **Room Demand** is down 34.2% in the state year-to-date (two-year change, -30.8%).
 - Nationally, **room demand** is also down 37.5% in 2020 from 2019 (two-year change, -36.8%).
 - The South Atlantic states **room demand** is down 36.9% in 2020 from 2019 (two-year change, -34.6%).
- North Carolina **room revenues** are down 44.0% year-to-date (two-year change, -39.3%).
 - Nationally, **room revenues** are also down 48.8% in 2020 from 2019 (two-year change, -48.0%).
 - The South Atlantic states **room revenues** are down 45.3% in 2020 from 2019 (two-year change, -41.4%).

Regional, Year-to-Date through July 2020

- **Occupancy**
 - Western Region -37.1% (-35.2%)
 - Piedmont Triad Region -34.9% (-32.2%)
 - Northeast Region -26.0% (-23.3%)
 - Northwest Region -31.5% (-31.5%)
 - North Central Region -35.9% (-32.3%)
 - Southeast Region -34.0% (-20.2%)
 - Southwest Region -36.3% (-36.8%)
 - Sandhills Region -25.3% (-19.5%)
- **ADR**
 - Western Region -14.7% (-14.2%)
 - Piedmont Triad Region -17.8% (-16.6%)
 - Northeast Region -5.3% (-1.2%)
 - Northwest Region -9.7% (-6.5%)
 - North Central Region -16.1% (-13.8%)
 - Southeast Region -9.9% (-1.3%)
 - Southwest Region -18.0% (-16.1%)
 - Sandhills Region -10.9% (-5.5%)
- **RevPAR**
 - Western Region -46.4% (-44.4%)
 - Piedmont Triad Region -46.5% (-43.5%)
 - Northeast Region -29.9% (-24.3%)
 - Northwest Region -38.2% (-35.9%)
 - North Central Region -46.3% (-41.7%)
 - Southeast Region -40.5% (-21.2%)
 - Southwest Region -47.8% (-47.0%)
 - Sandhills Region -33.4% (-23.9%)
- **Room Supply**
 - Western Region -5.6% (-5.6%)
 - Piedmont Triad Region +1.6% (+2.9%)
 - Northeast Region -0.2% (-0.3%)
 - Northwest Region -1.9% (-1.1%)
 - North Central Region -2.8% (-1.4%)
 - Southeast Region +7.5% (-2.1%)
 - Southwest Region +0.2% (+3.3%)
 - Sandhills Region +0.3% (+2.2%)
- **Room Demand**
 - Western Region -40.6% (-38.8%)
 - Piedmont Triad Region -33.9% (-30.2%)
 - Northeast Region -26.1% (-23.6%)
 - Northwest Region -32.9% (-32.2%)
 - North Central Region -37.7% (-33.3%)
 - Southeast Region -29.1% (-21.9%)
 - Southwest Region -36.1% (-34.7%)
 - Sandhills Region -25.1% (-17.7%)
- **Room Revenues**
 - Western Region -49.4% (-47.5%)
 - Piedmont Triad Region -45.6% (-41.8%)
 - Northeast Region -30.0% (-24.5%)
 - Northwest Region -39.4% (-36.6%)
 - North Central Region -47.8% (-42.5%)
 - Southeast Region -36.1% (-22.9%)
 - Southwest Region -47.7% (-45.3%)
 - Sandhills Region -33.2% (-22.2%)

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