June 2016 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 1.9% statewide in June 2016 from June 2015.
  - US occupancy increased 0.3% in June 2016 from June 2015.
  - South Atlantic states occupancy increased 0.3% in June 2016 from June 2015.
- June 2016 room rates (ADR) in North Carolina were up 2.9%.
  - Room rates in the US increased 3.5% from June 2015.
  - Room rates in the South Atlantic states increased 2.8% from June 2015.
- Statewide, RevPAR was up 4.8% from June of 2015.
  - US RevPAR increased 3.8% from June 2015.
  - South Atlantic RevPAR increased 3.2% from June 2015.
- Room Supply increased by 1.8% in the state from June 2015 to June 2016.
  - US room supply increased 1.6% in June 2016.
  - South Atlantic room supply was up 1.2% from June 2015 to June 2016.
- Room Demand increased 3.7% in the state from June 2015 to June 2016.
  - Room demand in the US increased 1.9% in June 2016 from June 2015.
  - Room demand in the South Atlantic increased 1.5% in June 2016 from June 2015.
- North Carolina room revenues increased 6.7% in June 2016.
  - Room revenues in the US increased 5.4% from June 2015 to June 2016.
  - Room revenues in the South Atlantic increased 4.4% from June 2015 to June 2016.

Regional
- Five of the eight prosperity zones of the state showed increases in occupancy rates for June 2016 from June 2015, particularly the Northwest Region with more than twelve percent growth.
  - Western Region 0.0%
  - Northwest Region +12.6%
  - Southwest Region +3.5%
  - Piedmont Triad Region +4.9%
  - North Central Region -0.8%
  - Sandhills Region -2.3%
  - Northeast Region +1.3%
  - Southeast Region +1.7%
- Seven of the eight zones experienced increased ADR in June 2016 from June 2015. The Western Region led the state in rate growth from last June with more than five percent.
  - Western Region +5.6%
  - Northwest Region +2.0%
  - Southwest Region +4.8%
  - Piedmont Triad Region +1.1%
  - North Central Region +3.1%
  - Sandhills Region +0.7%
  - Northeast Region -1.5%
  - Southeast Region +1.3%
- RevPAR was up in six of the eight prosperity zones of the state for June 2016 from June 2015, and the Northwest Region experienced double digit growth.
  - Western Region +5.6%
  - Northwest Region +14.9%
  - Southwest Region +8.5%
  - Piedmont Triad Region +6.0%
  - North Central Region +2.2%
  - Sandhills Region -1.7%
  - Northeast Region -0.2%
  - Southeast Region +3.0%
- Room Supply was up in six of the eight of the regions of the state for June 2016 from June 2015, particularly in the Western and North Central regions.
  - Western Region +4.5%
  - Northwest Region 0.0%
  - Southwest Region +0.2%
  - Piedmont Triad Region +1.8%
  - North Central Region +3.5%
  - Sandhills Region +1.7%
  - Northeast Region 0.0%
  - Southeast Region +1.3%
- Room Demand was up in seven of the prosperity zones of the state for June 2016 from 2015. The Northwest Region led the state with more than twelve percent growth in demand, followed by the Piedmont Triad (+12.6 percent) and Western Region (+4.4 percent).
  - Western Region +4.4%
  - Northwest Region +12.6%
  - Southwest Region +3.7%
  - Piedmont Triad Region +6.8%
  - North Central Region +2.7%
  - Sandhills Region -0.7%
  - Northeast Region +1.3%
  - Southeast Region +3.1%
  - Sandhills Region -0.7%
- Room Revenues were up in six of the prosperity zones of the state for June 2016 from 2015. Two regions experienced double digit growth in revenues.
  - Western Region +10.3%
  - Northwest Region +14.8%
  - Southwest Region +8.7%
  - Piedmont Triad Region +7.9%
  - North Central Region +5.8%
  - Sandhills Region 0.0%
  - Northeast Region -0.2%
  - Southeast Region +4.4%
Year-To-Date (through June 2016) Lodging Report
Statewide & Competitive State Comparison

- Hotel/motel occupancy is up 2.1% statewide YTD (through June 2016).
  o The US occupancy is up 0.1% in 2016 from 2015.
  o The South Atlantic states occupancy is up 0.2% in 2016 from 2015.

- YTD room rates (ADR) in North Carolina are up 3.8%.
  o The US ADR is up 3.1% in 2015 from 2015.
  o The South Atlantic states ADR is up 3.0% in 2016 from 2015.

- Statewide, RevPAR is up 6.0% year-to-date.
  o Nationally, RevPAR is also up 3.1% in 2016 from 2015.
  o The South Atlantic states RevPAR is up 3.2% in 2016 from 2015.

- Room Supply is up 1.8% in the state year-to-date.
  o Nationally, room supply is also up 1.5% in 2016 from 2015.
  o The South Atlantic states room supply is up 1.3% in 2016 from 2015.

- Room Demand is up 4.0% in the state year-to-date.
  o Nationally, room demand is also up 1.6% in 2016 from 2015.
  o The South Atlantic states room demand is up 1.5% in 2016 from 2015.

- North Carolina room revenues are up 7.9% year-to-date.
  o Nationally, room revenues are also up 4.7% in 2016 from 2015.
  o The South Atlantic states room revenues are up 4.5% in 2016 from 2015.

Regional

- Occupancy in six of the eight prosperity zones of the state is up year-to-date (through June).
  o Western Region +2.2%
  o Piedmont Triad Region +3.3%
  o Northeast Region +5.1%
  o Northwest Region +5.8%
  o North Central Region -1.0%
  o Southeast Region +3.7%
  o Southwest Region +3.1%
  o Sandhills Region -0.6%

- ADR in each of the prosperity zones is up year-to-date through June. Two of the regions have five percent rate growth or higher year-to-date.
  o Western Region +5.8%
  o Piedmont Triad Region +0.3%
  o Northeast Region +0.8%
  o Northwest Region +4.1%
  o North Central Region +5.3%
  o Southeast Region +1.1%
  o Southwest Region +4.9%
  o Sandhills Region +2.6%

- RevPAR is up year-to-date in each of the eight prosperity zones of the state.
  o Western Region +8.1%
  o Piedmont Triad Region +3.6%
  o Northeast Region +5.9%
  o Northwest Region +10.2%
  o North Central Region +4.2%
  o Southeast Region +4.8%
  o Southwest Region +8.2%
  o Sandhills Region +2.0%

- Room Supply is up in seven of the prosperity zones year-to-date through June, particularly in the Western and North Central regions with nearly four percent growth.
  o Western Region +3.7%
  o Piedmont Triad Region +0.9%
  o Northeast Region -0.3%
  o Northwest Region +0.4%
  o North Central Region +3.7%
  o Southeast Region +2.6%
  o Southwest Region +0.7%
  o Sandhills Region +1.2%

- Room Demand is up each of the prosperity zones of the state year-to-date through June, particularly in the Northwest, Southeast and Western regions.
  o Western Region +6.0%
  o Piedmont Triad Region +4.3%
  o Northeast Region +4.8%
  o Northwest Region +6.2%
  o North Central Region +2.6%
  o Southeast Region +6.3%
  o Southwest Region +3.8%
  o Sandhills Region +0.6%

- Room Revenues are up in each of the prosperity zones year-to-date through June. Revenues are up more than twelve percent in the Western Region and up more than ten percent in the Northwest Region.
  o Western Region +12.2%
  o Piedmont Triad Region +4.6%
  o Northeast Region +5.6%
  o Northwest Region +10.6%
  o North Central Region +8.1%
  o Southeast Region +7.5%
  o Southwest Region +9.0%
  o Sandhills Region +3.2%
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


Southeast - Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover, Onslow, Pamlico, Pender, Wayne