

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%
- **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).
 - The US **occupancy** is up 0.1% in 2016 from 2015.
 - The South Atlantic states **occupancy** is up 0.2% in 2016 from 2015.
- YTD **room rates (ADR)** in North Carolina are up 3.8%.
 - The US **ADR** is up 3.1% in 2016 from 2015.
 - The South Atlantic states **ADR** is up 3.0% in 2016 from 2015.
- Statewide, **RevPAR** is up 6.0% year-to-date.
 - Nationally, **RevPAR** is also up 3.1% in 2016 from 2015.
 - 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.
 - Nationally, **room supply** is also up 1.5% in 2016 from 2015.
 - 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.
 - Nationally, **room demand** is also up 1.6% in 2016 from 2015.
 - 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.
 - Nationally, **room revenues** are also up 4.7% in 2016 from 2015.
 - 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).
 - Western Region +2.2%
 - Northwest Region +5.8%
 - Southwest Region +3.1%
 - Piedmont Triad Region +3.3%
 - North Central Region -1.0%
 - Sandhills Region -0.6%
 - Northeast Region +5.1%
 - Southeast Region +3.7%
- **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.
 - Western Region +5.8%
 - Northwest Region +4.1%
 - Southwest Region +4.9%
 - Piedmont Triad Region +0.3%
 - North Central Region +5.3%
 - Sandhills Region +2.6%
 - Northeast Region +0.8%
 - Southeast Region +1.1%
- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state.
 - Western Region +8.1%
 - Northwest Region +10.2%
 - Southwest Region +8.2%
 - Piedmont Triad Region +3.6%
 - North Central Region +4.2%
 - Sandhills Region +2.0%
 - Northeast Region +5.9%
 - Southeast Region +4.8%
- **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.
 - Western Region +3.7%
 - Northwest Region +0.4%
 - Southwest Region +0.7%
 - Piedmont Triad Region +0.9%
 - North Central Region +3.7%
 - Sandhills Region +1.2%
 - Northeast Region -0.3%
 - Southeast Region +2.6%
- **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.
 - Western Region +6.0%
 - Northwest Region +6.2%
 - Southwest Region +3.8%
 - Piedmont Triad Region +4.3%
 - North Central Region +2.6%
 - Sandhills Region +0.6%
 - Northeast Region +4.8%
 - Southeast Region +6.3%
- **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.
 - Western Region +12.2%
 - Northwest Region +10.6%
 - Southwest Region +9.0%
 - Piedmont Triad Region +4.6%
 - North Central Region +8.1%
 - Sandhills Region +3.2%
 - Northeast Region +5.6%
 - Southeast Region +7.5%

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