

# July 2016 Monthly Lodging Report (Smith Travel Research)

## Statewide

- Hotel/motel **occupancy** increased 0.3% statewide in July 2016 from July 2015.
  - US **occupancy** decreased 1.0% in July 2016 from July 2015.
  - South Atlantic states **occupancy** decreased 0.2% in July 2016 from July 2015.
- July 2016 **room rates (ADR)** in North Carolina were up 3.7%.
  - **Room rates** in the US increased 3.6% from July 2015.
  - **Room rates** in the South Atlantic states increased 2.5% from July 2015.
- Statewide, **RevPAR** was up 4.0% from July of 2015.
  - US **RevPAR** increased 2.5% from July 2015.
  - South Atlantic **RevPAR** increased 2.3% from July 2015.
- **Room Supply** increased by 1.7% in the state from July 2015 to July 2016.
  - US **room supply** increased 1.6% in July 2016.
  - South Atlantic **room supply** was up 1.3% from July 2015 to July 2016.
- **Room Demand** increased 2.0% in the state from July 2015 to July 2016.
  - **Room demand** in the US increased 0.6% in July 2016 from July 2015.
  - **Room demand** in the South Atlantic increased 1.1% in July 2016 from July 2015.
- North Carolina **room revenues** increased 5.7% in July 2016.
  - **Room revenues** in the US increased 4.2% from July 2015 to July 2016.
  - **Room revenues** in the South Atlantic increased 3.6% from July 2015 to July 2016.

## Regional

- Four of the eight prosperity zones of the state showed increases in **occupancy** rates for July 2016 from July 2015, particularly the Northwest Region with more than five percent growth.
  - Western Region -1.1%
  - Northwest Region +5.2%
  - Southwest Region +2.7%
  - Piedmont Triad Region +2.7%
  - North Central Region -4.2%
  - Sandhills Region -1.1%
  - Northeast Region -0.4%
  - Southeast Region +1.7%
- Seven of the eight zones experienced increased **ADR** in July 2016 from July 2015. The Western Region led the state in rate growth from last July with more than nine percent, followed by the Northwest Region with six percent growth.
  - Western Region +9.2%
  - Northwest Region +6.2%
  - Southwest Region +4.0%
  - Piedmont Triad Region +0.3%
  - North Central Region +2.0%
  - Sandhills Region -0.1%
  - Northeast Region +3.4%
  - Southeast Region +2.0%
- **RevPAR** was up in six of the eight prosperity zones of the state for July 2016 from July 2015, and the Northwest Region experienced double digit growth.
  - Western Region +8.0%
  - Northwest Region +11.7%
  - Southwest Region +6.8%
  - Piedmont Triad Region +3.1%
  - North Central Region -2.3%
  - Sandhills Region -1.2%
  - Northeast Region +3.0%
  - Southeast Region +3.7%
- **Room Supply** was up in six of the eight of the regions of the state for July 2016 from July 2015, particularly in the Western Region with more than four percent growth.
  - Western Region +4.5%
  - Northwest Region 0.0%
  - Southwest Region +0.5%
  - Piedmont Triad Region +1.6%
  - North Central Region +2.9%
  - Sandhills Region +2.5%
  - Northeast Region 0.0%
  - Southeast Region +0.8%
- **Room Demand** was up in six of the prosperity zones of the state for July 2016 from 2015. The Northwest Region led the state with more than five percent growth in demand, followed by the Piedmont Triad (+4.4 percent) and Western Region (+3.3 percent).
  - Western Region +3.3%
  - Northwest Region +5.2%
  - Southwest Region +3.2%
  - Piedmont Triad Region +4.4%
  - North Central Region -1.4%
  - Sandhills Region +1.3%
  - Northeast Region -0.4%
  - Southeast Region +2.4%
- **Room Revenues** were up in each of the prosperity zones of the state for July 2016 from 2015. Two regions experienced double digit growth in revenues.
  - Western Region +12.8%
  - Northwest Region +11.7%
  - Southwest Region +7.3%
  - Piedmont Triad Region +4.7%
  - North Central Region +0.6%
  - Sandhills Region +1.2%
  - Northeast Region +3.0%
  - Southeast Region +4.4%

## **Year-To-Date (through July 2016) Lodging Report**

### **Statewide & Competitive State Comparison**

- Hotel/motel **occupancy** is up 1.8% statewide YTD (through July 2016).
  - The US **occupancy** is down 0.1% in 2016 from 2015.
  - The South Atlantic states **occupancy** is up 0.1% in 2016 from 2015.
- YTD **room rates (ADR)** in North Carolina are up 3.8%.
  - The US **ADR** is up 3.2% in 2016 from 2015.
  - The South Atlantic states **ADR** is up 3.0% in 2016 from 2015.
- Statewide, **RevPAR** is up 5.7% year-to-date.
  - Nationally, **RevPAR** is also up 3.0% in 2016 from 2015.
  - The South Atlantic states **RevPAR** is up 3.1% 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 1.2% in 2016 from 2015.
- **Room Demand** is up 3.6% in the state year-to-date.
  - Nationally, **room demand** is also up 1.4% in 2016 from 2015.
  - The South Atlantic states **room demand** is up 1.4% in 2016 from 2015.
- North Carolina **room revenues** are up 7.5% year-to date.
  - Nationally, **room revenues** are also up 4.6% in 2016 from 2015.
  - The South Atlantic states **room revenues** are up 4.4% in 2016 from 2015.

### **Regional**

- **Occupancy** in six of the eight prosperity zones of the state is up year-to-date (through July).
  - Western Region +1.6%
  - Northwest Region +5.7%
  - Southwest Region +3.0%
  - Piedmont Triad Region +3.2%
  - North Central Region -1.6%
  - Sandhills Region -0.7%
  - Northeast Region +4.1%
  - Southeast Region +3.2%
- **ADR** in each of the prosperity zones is up year-to-date through July. The Western Region leads the state in year-to-date rate growth with more than six percent growth.
  - Western Region +6.4%
  - Northwest Region +4.5%
  - Southwest Region +4.8%
  - Piedmont Triad Region +0.4%
  - North Central Region +4.9%
  - Sandhills Region +2.1%
  - Northeast Region +1.2%
  - Southeast Region +1.2%
- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state.
  - Western Region +8.1%
  - Northwest Region +10.4%
  - Southwest Region +8.0%
  - Piedmont Triad Region +3.6%
  - North Central Region +3.2%
  - Sandhills Region +1.5%
  - Northeast Region +5.3%
  - Southeast Region +4.4%
- **Room Supply** is up in seven of the prosperity zones year-to-date through July, particularly in the Western and North Central regions with nearly four percent growth.
  - Western Region +3.9%
  - Northwest Region +0.3%
  - Southwest Region +0.7%
  - Piedmont Triad Region +0.8%
  - North Central Region +3.6%
  - Sandhills Region +1.3%
  - Northeast Region -0.2%
  - Southeast Region +2.3%
- **Room Demand** is up each of the prosperity zones of the state year-to-date through July, particularly in the Northwest, Southeast and Western regions.
  - Western Region +5.5%
  - Northwest Region +6.0%
  - Southwest Region +3.7%
  - Piedmont Triad Region +4.1%
  - North Central Region +2.0%
  - Sandhills Region +0.7%
  - Northeast Region +3.8%
  - Southeast Region +5.6%
- **Room Revenues** are up in each of the prosperity zones year-to-date through July. Revenues are up more than twelve percent in the Western Region and up more than ten percent in the Northwest Region.
  - Western Region +12.3%
  - Northwest Region +10.8%
  - Southwest Region +8.7%
  - Piedmont Triad Region +4.5%
  - North Central Region +6.9%
  - Sandhills Region +2.8%
  - Northeast Region +5.1%
  - Southeast Region +6.9%

## 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