

August 2016 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 2.8% statewide in August 2016 from August 2015.
 - US **occupancy** decreased 0.4% in August 2016 from August 2015.
 - South Atlantic states **occupancy** increased 1.1% in August 2016 from August 2015.
- August 2016 **room rates (ADR)** in North Carolina were up 3.0%.
 - **Room rates** in the US increased 2.5% from August 2015.
 - **Room rates** in the South Atlantic states increased 2.1% from August 2015.
- Statewide, **RevPAR** was up 5.9% from August of 2015.
 - US **RevPAR** increased 2.1% from August 2015.
 - South Atlantic **RevPAR** increased 3.2% from August 2015.
- **Room Supply** increased by 1.8% in the state from August 2015 to August 2016.
 - US **room supply** increased 1.7% in August 2016.
 - South Atlantic **room supply** was up 1.4% from August 2015 to August 2016.
- **Room Demand** increased 4.6% in the state from August 2015 to August 2016.
 - **Room demand** in the US increased 1.3% in August 2016 from August 2015.
 - **Room demand** in the South Atlantic increased 2.4% in August 2016 from August 2015.
- North Carolina **room revenues** increased 7.8% in August 2016.
 - **Room revenues** in the US increased 3.8% from August 2015 to August 2016.
 - **Room revenues** in the South Atlantic increased 4.6% from August 2015 to August 2016.

Regional

- Six of the eight prosperity zones of the state showed increases in **occupancy** rates for August 2016 from August 2015, particularly the Northwest and Southeast regions, each with nearly six percent growth.
 - Western Region +1.4%
 - Northwest Region +5.9%
 - Southwest Region +4.0%
 - Piedmont Triad Region +2.9%
 - North Central Region +2.2%
 - Sandhills Region -0.3%
 - Northeast Region -0.5%
 - Southeast Region +5.9%
- Seven of the eight zones experienced increased **ADR** in August 2016 from August 2015. The Western, Southwest, Northeast and Northwest regions each had more than four percent rate growth from last August.
 - Western Region +4.7%
 - Northwest Region +4.2%
 - Southwest Region +4.5%
 - Piedmont Triad Region -1.1%
 - North Central Region +2.4%
 - Sandhills Region +0.6%
 - Northeast Region +4.2%
 - Southeast Region +2.0%
- **RevPAR** was up in each of the eight prosperity zones of the state for August 2016 from August 2015, and the Northwest Region experienced double digit growth.
 - Western Region +6.1%
 - Northwest Region +10.4%
 - Southwest Region +8.7%
 - Piedmont Triad Region +1.8%
 - North Central Region +4.6%
 - Sandhills Region +0.3%
 - Northeast Region +3.6%
 - Southeast Region +8.0%
- **Room Supply** was up in six of the eight of the regions of the state for August 2016 from August 2015, particularly in the Western Region with more than five percent growth.
 - Western Region +5.3%
 - Northwest Region 0.0%
 - Southwest Region +0.8%
 - Piedmont Triad Region +1.6%
 - North Central Region +2.6%
 - Sandhills Region +2.6%
 - Northeast Region 0.0%
 - Southeast Region +0.6%
- **Room Demand** was up in seven of the prosperity zones of the state for August 2016 from 2015. The Western Region led the state with nearly seven percent growth in demand, followed by the Southeast Region (+6.6 percent) and Northwest Region (+5.9 percent).
 - Western Region +6.8%
 - Northwest Region +5.9%
 - Southwest Region +4.8%
 - Piedmont Triad Region +4.6%
 - North Central Region +4.8%
 - Sandhills Region +2.3%
 - Northeast Region -0.5%
 - Southeast Region +6.6%
- **Room Revenues** were up in each of the prosperity zones of the state for August 2016 from 2015. Two regions, Western and Northwest, experienced double digit growth in revenues, followed closely by the Southwest Region.
 - Western Region +11.8%
 - Northwest Region +10.3%
 - Southwest Region +9.6%
 - Piedmont Triad Region +3.4%
 - North Central Region +7.3%
 - Sandhills Region +2.9%
 - Northeast Region +3.6%
 - Southeast Region +8.7%

Year-To-Date (through August 2016) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 2.0% statewide YTD (through August 2016).
 - The US **occupancy** is down 0.2% in 2016 from 2015.
 - The South Atlantic states **occupancy** is up 0.3% in 2016 from 2015.
- YTD **room rates (ADR)** in North Carolina are up 3.7%.
 - The US **ADR** is up 3.1% in 2016 from 2015.
 - The South Atlantic states **ADR** is up 2.9% in 2016 from 2015.
- Statewide, **RevPAR** is up 5.7% year-to-date.
 - Nationally, **RevPAR** is also up 2.9% 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 3.8% in the state year-to-date.
 - Nationally, **room demand** is also up 1.3% in 2016 from 2015.
 - The South Atlantic states **room demand** is up 1.5% in 2016 from 2015.
- North Carolina **room revenues** are up 7.6% year-to date.
 - Nationally, **room revenues** are also up 4.5% 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 August).
 - Western Region +1.6%
 - Northwest Region +5.7%
 - Southwest Region +3.1%
 - Piedmont Triad Region +3.2%
 - North Central Region -1.1%
 - Sandhills Region -0.6%
 - Northeast Region +3.4%
 - Southeast Region +3.6%
- **ADR** in each of the prosperity zones is up year-to-date through August. The Western Region leads the state in year-to-date rate growth with more than six percent growth.
 - Western Region +6.2%
 - Northwest Region +4.4%
 - Southwest Region +4.8%
 - Piedmont Triad Region +0.2%
 - North Central Region +4.6%
 - Sandhills Region +1.9%
 - Northeast Region +1.6%
 - Southeast Region +1.3%
- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state.
 - Western Region +7.9%
 - Northwest Region +10.4%
 - Southwest Region +8.1%
 - Piedmont Triad Region +3.4%
 - North Central Region +3.4%
 - Sandhills Region +1.3%
 - Northeast Region +5.1%
 - Southeast Region +4.9%
- **Room Supply** is up in seven of the prosperity zones year-to-date through August, particularly in the Western and North Central regions.
 - Western Region +4.0%
 - Northwest Region +0.3%
 - Southwest Region +0.7%
 - Piedmont Triad Region +0.9%
 - North Central Region +3.5%
 - Sandhills Region +1.5%
 - Northeast Region -0.2%
 - Southeast Region +2.1%
- **Room Demand** is up each of the prosperity zones of the state year-to-date through August, particularly in the Northwest, Southeast and Western regions.
 - Western Region +5.7%
 - Northwest Region +6.0%
 - Southwest Region +3.9%
 - Piedmont Triad Region +4.1%
 - North Central Region +2.3%
 - Sandhills Region +0.9%
 - Northeast Region +3.2%
 - Southeast Region +5.8%
- **Room Revenues** are up in each of the prosperity zones year-to-date through August. Revenues are up more than twelve percent in the Western Region and up nearly eleven percent in the Northwest Region.
 - Western Region +12.2%
 - Northwest Region +10.7%
 - Southwest Region +8.8%
 - Piedmont Triad Region +4.3%
 - North Central Region +7.0%
 - Sandhills Region +2.8%
 - Northeast Region +4.9%
 - Southeast Region +7.1%

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